

B1342 Bachelor of Communication (Digital Communication major)

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Start Date: Semester 2 2026

Year 1 – 2026		CP	Semester 2 Units	CP
				Discovery Unit
			COM100 Thinking Communication	3
			GRD118 Introduction to Graphic Design	3
			Major 2 or minor or general elective	3
	Total		Total	12
Year 2 - 2027	Semester 1 Units	CP	Semester 2 Units	CP
	COM200 Communication Research	3	COM101 Social Media	3
	COM202 Content Creation	3	COM214 Communication Strategy and Planning	3
	Core Specified Elective	3	Core Specified Elective	3
	Major Specified Elective	3	Major 2 or minor or general elective	3
	Total	12	Total	12
Year 3 - 2028	Semester 1 Units	CP	Semester 2 Units	CP
	BUS279 Digital and Social Media Marketing	3	COM306 Specialist Communication	3
	Major Specified Elective	3	COM307 Campaign Management	3
	Major 2 or minor or general elective	3	Major 2 or minor or general elective	3
	Major 2 or minor or general elective	3	Major 2 or minor or general elective	3
	Total	12	Total	12
Year 4 - 2029	Semester 1 Units	CP	Semester 2 Units	CP
	GRD263 UX and Web Design	3		
	Core Specified Elective	3		
	Major 2 or minor or general elective	3		
	Major 2 or minor or general elective	3		
	Total	12	Total	

TOTAL CREDIT POINTS 72

Please note: This course plan is a sample only and must be read in conjunction with the full course structure, unit prerequisites and enrolment options as outlined in the [Handbook](#). Students should note that due to unit prerequisites, commencing study in Semester 2 may extend the duration of the course. This information is correct as at 19/05/2026.