

B1342 Bachelor of Communication (Digital Communication major)

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Start Date: Trimester 3 2026 (Dubai)

Year 1 – 2026	Trimester 1 Units	CP	Trimester 2 Units	CP	Trimester 3 Units	CP
						COM100 Thinking Communication
					COM101 Social Media	3
					COM105 Critical Web Literacy	3
					COM109 Introduction to Digital Media Skills	3
	Total		Total		Total	12
Year 2 - 2027	Semester 1 Units	CP	Semester 2 Units	CP	Trimester 3 Units	CP
	General Elective	3	COM204 Consulting and Freelancing	3	GRD263 UX and Web Design	3
	COM202 Content Creation	3	COM214 Communication Strategy and Planning	3	COM306 Specialist Communication	3
	GRD118 Introduction to Graphic Design	3	BUS279 Digital and Social Media Marketing	3	General Elective	3
	Discovery Unit	3	COM200 Communication Research	3	General Elective	3
	Total	12	Total	12	Total	12
Year 3 - 2028	Semester 1 Units	CP	Semester 2 Units	CP	Trimester 3 Units	CP
	General Elective	3	COM307 Campaign Management	3		
	COM302 Web Analytics and Digital Story telling	3	General Elective	3		
	GRD204 Design Thinking for Innovation	3	General Elective	3		
	General Elective	3	General Elective	3		
	Total	12	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 Trimester 2 or 3 may extend the duration of the course. This information is correct as at 19/05/2026.