B1342 Bachelor of Communication (Digital Communication)

Academic Chair: Dr Mary-Anne Romano
maryanne.romano@murdoch.edu.au

Start Date: Semester 1 2027

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

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 for your year of commencement. 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 28/10/2026.