

B1342 Bachelor of Communication (Strategic Communication Major)

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Start Date: Semester 2 2026

Year 1 - 2026	Semester1 Units		Semester 2 Units		CP	
				Discovery unit		3
			COM101 Social Media (course core unit)		3	
			Major 2 or option		3	
			Major 2 or option		3	
			Total		12	
Year 2 - 2027	Semester 1 Units		CP	Semester 2 Units		CP
	COM107 Strategic Communication		3	COM214 Communication Strategy and Planning		3
	COM109 Introduction to Digital Media Skills		3	Course Specified Elective		3
	COM100 Thinking Communication (course core unit)		3	Major 2 or option		3
	Major 2 or option		3	Major 2 or option		3
		Total	12		Total	12
Year 3 - 2028	Semester 1 Units		CP	Semester 2 Units		CP
	COM215 Public Relations in Society		3	COM306 Specialist Communication (course core unit)		3
	COM202 Content Creation		3	COM307 Campaign Management		3
	COM200 Communication Research (course core unit)		3	Major 2 or option		3
	Major 2 or option		3	Major 2 or option		3
		Total	12		Total	12
Year 4 - 2029	Semester 1 Units		CP			
	COM302 Web Analytics and Digital Storytelling		3			
	COM345 Issues and Crisis Management		3			
	Course Specified Elective		3			
	Course Specified Elective		3			
		Total	12			

TOTAL CREDIT POINTS 72

Semester 1 notes	Semester 2 notes
For specified electives, recommended co-majors, minors and options, see here: https://handbook.murdoch.edu.au/courses/31/B1342	For specified electives, recommended co-majors, minors and options, see here: https://handbook.murdoch.edu.au/courses/31/B1342

Key: indicates major required units

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 21/05/2026.