B1342 Bachelor of Communication (Strategic Communication)

Academic Chair: Maeve Berry (m.berry@murdoch.edu.au) **Start Date:** Semester 1 2027

	Semester 1 Units	CP	Semester 2 Units	CP
Year 1 - 2027	COM107 Strategic Communication	3	Discovery unit	3
	COM109 Introduction to Digital Media Skills	3	COM101 Social Media (course core unit)	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
	Semester 1 Units	**CP**	**Semester 2 Units**	**CP**
Year 2 - 2028	Course specified elective	3	COM214 Communication Strategy and Planning	3
	COM202 Content Creation	3	COM215 Public Relations in Society	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
	Semester 1 Units	**CP**	**Semester 2 Units**	**CP**
Year 3 - 2029	COM302 Web Analytics	3	COM306 Specialist Communication (course core unit)	3
	COM345 Issues and Crisis Management	3	COM307 Campaign Management	3
	Course Specified Elective	3	Major 2 or option	3
	Course Specified Elective	3	Major 2 or option	3
	Total	12	**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 reguired 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 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 27/10/2026.