

B1342 Bachelor of Communication (Web Communication major)

Academic Chair: Maeve Berry

Start Date: Semester 2 2024

Year 1 – 2024			Semester 2 Units		CP	
			MSP100 Career Learning: Managing Your Career		3	
			GRD118 Introduction to Graphic Design		3	
			Major 2 or option		3	
			Major 2 or option		3	
			Total	12		
Year 2 - 2025	Semester 1 Units		CP	Semester 2 Units		CP
	COM200 Communication Research (course core unit)		3	Spine Specified Elective		3
	Course Specified Elective		3	GRD263 Web Design		3
	COM109 Introduction to Digital Media Skills		3	Major 2 or option		3
	Major 2 or option		3	Major 2 or option		3
		Total	12	Total	12	
Year 3 - 2026	Semester 1 Units		CP	Semester 2 Units		CP
	Course Specified Elective		3	COM306 Specialist Communication (course core unit)		3
	COM202 Content Creation		3	COM302 Web Analytics		3
	COM278 Digital Communication Strategy		3	WEB301 Web Communication Project		3
	Major 2 or option		3	Major 2 or option		3
		Total	12	Total	12	
Year 4 - 2027	Semester 1 Units		CP			
	Spine Specified Elective		3			
	Course Specified Elective		3			
	BUS359 Digital and Social Media Marketing		3			
	Major 2 or option		3			
		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](#). 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 31/05/2023