Bachelor of Communication (Business)

Program Structure

For students commencing 2016+

Program Code	Total Subjects	Intakes	Duration	Program Structure
HS-20005, v5	24	Jan, May, Sept	2 years full-time	3 Core University subjects 4 Foundation 6 Marketing Major 6 Specialist Communication Major 5 General Electives

Core University Subjects (3) One core subject must be taken per semester for the first three semesters	
CORE11-001	Critical Thinking & Communication
CORE11-002	Leadership & Team Dynamics
CORE11-003	Ethical Thought & Action
Beyond Bond: Professional Development & Community Engagement*	

Foundation Subjects (4)		
ADVT11-100	Advertising Principles and Practice	Jan / May / Sept
COMN11-101	Human Communication	Jan / May / Sept
COMN12-302	Digital Media & Society	Jan / Sept
MKTG11-100	Marketing	Jan / May / Sept

Marketing Major (6) MKTG		
MKTG12-301	Consumer and Buyer Behaviour pre req MKTG11-100	Jan / May
MKTG13-303	Market Research and Analysis pre req MKTG11-100	May / Sept
MKTG13-320	Strategic Marketing pre req MKTG13-303 & 160cp	May / Sept
Plus THREE from the following:		
MKTG13-301	International Marketing pre-req MKTG11-100	Jan / Sept
MKTG13-302	Promotional Design & Planning pre-req MKTG11-100	Jan / May
MKTG13-305	Brand Management pre-req MKTG11-100	Sept
MKTG13-306	Services Marketing pre-req MKTG11-100	Jan 2017
MKTG13-310	Selling and Sales Management pre-req MKTG11-100	Sept
MKTG13-312	Internet and Social Media Marketing pre-req MKTG11-100	Jan / May
MKTG13-319	Digital and Direct Marketing pre-req MKTG11-100	Sept

Specialist Communication Major (6)			
Choose 6 subjects from one of the following subject areas:			
Advertising	Communication	Corporate Communication	Journalism
Media & Social Media	Public Relations	Multimedia Design	

5 Faculty electives from the FSD available undergraduate subjects

* Students will complete Beyond Bond during their degree. This subject is worth 0 Credit Points.

The information published in this document is correct at the time of printing. However, all programs are subject to review by the Academic Senate of the University and the University reserves the right to change its program offerings and subjects without notice.

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Program Sequencing

Due to the structure of this program a full sequence of subject cannot be provided as it is dependant of which Major option is selected.

It is however recommended that all students commencing this program take the below subjects in their 1st semester.

Please take the time to research your options and plan your subjects checking for any pre-requisite requirements and timetable clashes.

Mandatory	CORE11-001	Critical Thinking & Communication
Mandatory	MKTG11-100	Marketing
PLUS	One additional Foundation subject	
PLUS	One subject from your chosen Specialist Communication Major	

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