

# Bachelor of Communication (Business)

Program Structure

Program Code	Total Subjects	Intakes	Duration	Program Structure
HS-20005, v4	24	Jan, May, Sept	2 years full-time	3 Core University subjects 5 Foundation 5 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 (5)

ADVT11-100	Advertising Principles and Practice	Jan / May / Sept
COMN11-101	Human Communication	Jan / May / Sept
COMN12-302	Digital Media & Society	Jan / Sept
MGMT11-101	Organisational Behaviour	Jan / May / Sept
MKTG11-100	Marketing	Jan / May / Sept

### Marketing Major (5)

MKTG12-301	Consumer and Buyer Behaviour <small>pre req MKTG11-100</small>	Jan / May
MKTG13-303	Market Research and Analysis <small>pre req MKTG11-100</small>	May / Sept
MKTG13-320	Strategic Marketing <small>pre req MKTG13-303</small>	May / Sept
<b>Plus TWO from the following:</b>		
MKTG13-302	Promotional, Design & Planning <small>pre-req MKTG11-100</small>	Jan / May
MKTG13-305	Brand and Category Management <small>pre-req MKTG11-100</small>	Sept
MKTG13-306	Services Marketing <small>pre-req MKTG11-100</small>	January
MKTG13-312	Internet Marketing <small>pre-req MKTG11-100</small>	Jan
IBUS13-353	International Marketing <small>pre-req MKTG11-100</small>	Jan / Sept

### Specialist Communication Major (6)

Choose 6 subjects from one of the following subject areas:

<a href="#">Advertising</a>	<a href="#">Communication</a>	<a href="#">Corporate Communication</a>	<a href="#">Journalism</a>
<a href="#">Media &amp; Social Media</a>	<a href="#">Public Relations</a>	<a href="#">Multimedia Design</a>	

**5 General Electives of which 3 must come from the FSD list of undergraduate subjects**

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



# Bachelor of Communication (Business) 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 1<sup>st</sup> semester

<b>Mandatory</b>	CORE11-001	Critical Thinking & Communication
<b>Mandatory</b>	MKTG11-100	Marketing
<b>Select two</b>	COMN11-101	Human Communication
	ADVT11-100	Advertising Principles and Practice
	MGMT11-101	Organisational Behaviour