

For students commencing from **193+**

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 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	Introduction to Communication	Jan, May, Sept
COMN12-302	Digital Media & Society	Jan, Sept
MKTG11-100	Marketing	Jan, May, Sept

Marketing Major (6) MKTG

		Assumed Knowledge**	
MKTG12-301	Consumer and Buyer Behaviour	MKTG11-100	Jan, May
MKTG13-303	Market Research and Analysis	MKTG11-100	May, Sept
MKTG13-320	Strategic Marketing	MKTG13-303 & MKTG11-100	May, Sept
Plus THREE from the following:			
MKTG13-301	International Marketing	MKTG11-100	Jan, Sept
MKTG13-302	Promotional Design & Planning	MKTG11-100	Jan, May
MKTG13-312	Internet and Social Media Marketing	MKTG11-100	Jan, May
MKTG13-319	Digital and Direct Marketing	MKTG11-100	Sept

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

** Assumed Knowledge

This is the minimum level of knowledge needed to successfully complete this subject. Students who do not possess this knowledge are strongly recommended against enrolling and do so at their own risk. While this is not a barrier to enrolment, students lacking the recommended knowledge will be considerably disadvantaged. There will be no adjustments or special considerations made for a lack of prior knowledge.

Specialist Communication Major (6)

Choose one major from one of the following subject areas:

Advertising	Communication	Corporate Communication	Digital Media
Journalism	Media & Social Media	Public Relations	

General Electives

Choice of five (5) electives from the list of available undergraduate subjects from across the University.

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

It is however recommended that all students commencing this program take subjects listed below 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	