

For students commencing from **201+**

Program Code	Total Subjects	Intakes	Duration	Program Structure
HS-20005, v5	24	Jan, May, Sept	2 years full-time	3 Core University subjects 9 Required Subjects 6 Marketing Major 6 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*	

Required Subject (9)		Offered
MKTG11-100	Marketing	Jan, May, Sept
COMN11-100	Foundations of Content Creation	Jan, May, Sept
COMN11-101	Introduction to Communication	Jan, May, Sept
COMN11-102	Strategic Speaking & Writing	Jan, May, Sept
COMN11-103	Communication in the Workplace	Sept
COMN12-203	Mass & Popular Media	Jan, Sept
COMN12-205	Interpersonal Communication	Jan
COMN12-302	Digital Media and Society	Jan, Sept
COMN13-300	Capstone Project	Jan, May, Sept

Marketing Major (6) - Students must take the Marketing major.		Assumed Knowledge**	Offered
MKTG12-301	Consumer and Buyer Behaviour	MKTG11-100	Jan, May
MKTG13-303	Market Research and Analysis	MKTG11-100	May, Sept
MKTG13-302	Promotional Design & Planning	MKTG11-100	Jan, May
MKTG13-320	Strategic Marketing	MKTG11-100 & MKTG13-303	May, Sept
<b>Plus TWO from the following:</b>			
MKTG13-301	International Marketing	MKTG11-100	Jan, Sept
MKTG13-312	Internet and Social Media Marketing	MKTG11-100	Jan, May
MKTG13-319	Digital and Direct Marketing	MKTG11-100	Sept

General Electives (6)
Choice of six (6) electives from the list of available undergraduate subjects from across the University. Students can choose a specialist Communication discipline Major (6 subjects) or Minor (4 subjects) as their elective choice, these are: <a href="#">Advertising, Communication &amp; Society</a> , <a href="#">Corporate Storytelling</a> , <a href="#">Creative Writing</a> , <a href="#">Digital Media, Film and Television</a> , <a href="#">Journalism, Media Studies (Communication)</a> , <a href="#">Public Relations</a> , <a href="#">Social Media (Communication)</a> .

\* 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.

# Bachelor of Communication (Business)

## Program Sequencing

### Commencing **JAN**

Jan (semester 1)		May (semester 2)		September (semester 3)	
CORE11-001	Critical Thinking and Communication	CORE11-002	Leadership and Team Dynamics	CORE11-003	Ethical Thought and Action
MKTG11-100	Marketing	MKTG12-301	Consumer and Buyer Behaviour	MKTG13-303	Market Research and Analysis
COMN11-100	Foundations of Content Creation	COMN11-101	Introduction to Communication	COMN11-102	Strategic Speaking & Writing
	General Elective		General Elective		General Elective
Jan (semester 4)		May (semester 5)		September (semester 6)	
MKTG13-301	International Marketing	MKTG13-302	Promotional Design & Planning	MKTG13-319	Digital and Direct Marketing
COMN12-203	Mass & Popular Media	MKTG13-320	Strategic Marketing	COMN11-103	Communication in the Workplace
COMN12-205	Interpersonal Communication	COMN13-300	Capstone Project	COMN12-302	Digital Media and Society
	General Elective		General Elective		General Elective

### Commencing **MAY**

May (semester 1)		September (semester 2)		Jan (semester 3)	
CORE11-001	Critical Thinking and Communication	CORE11-002	Leadership and Team Dynamics	CORE11-003	Ethical Thought and Action
MKTG11-100	Marketing	MKTG12-301	Consumer and Buyer Behaviour	MKTG13-303	Market Research and Analysis
COMN11-100	Foundations of Content Creation	COMN11-101	Introduction to Communication	COMN12-205	Interpersonal Communication
	General Elective		General Elective		General Elective
May (semester 4)		September (semester 5)		Jan (semester 6)	
MKTG13-320	Strategic Marketing	MKTG13-301	International Marketing	MKTG13-302	Promotional Design & Planning
MKTG13-312	Internet and Social Media Marketing	COMN11-103	Communication in the Workplace	COMN12-203	Mass & Popular Media
COMN11-102	Strategic Speaking & Writing	COMN12-302	Digital Media and Society	COMN13-300	Capstone Project
	General Elective		General Elective		General Elective

### Commencing **SEPTEMBER**

September (semester 1)		Jan (semester 2)		May (semester 3)	
CORE11-001	Critical Thinking and Communication	CORE11-002	Leadership and Team Dynamics	CORE11-003	Ethical Thought and Action
MKTG11-100	Marketing	MKTG12-301	Consumer and Buyer Behaviour	MKTG13-303	Market Research and Analysis
COMN11-100	Foundations of Content Creation	COMN11-101	Introduction to Communication	COMN11-102	Strategic Speaking & Writing
	General Elective		General Elective		General Elective
September (semester 4)		Jan (semester 5)		May (semester 6)	
MKTG13-320	Strategic Marketing	MKTG13-301	International Marketing	MKTG13-302	Promotional Design & Planning
COMN12-203	Mass & Popular Media	COMN12-205	Interpersonal Communication	MKTG13-312	Internet and Social Media Marketing
COMN12-302	Digital Media and Society	COMN12-213	Introduction to Research Methods	COMN13-300	Capstone Project
	General Elective		General Elective		General Elective