

For students commencing from **233+**

Program Code	Total Subjects	Intakes	Duration	Program Structure
HS-20005, v6	24	Jan, May, Sep	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	
CORE11-011	Critical Thinking and Communication
CORE11-012	Responsibility, Integrity and Civic Discourse
CORE11-013	Collaboration for Global Change
Beyond Bond: Professional Development & Community Engagement*	

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

Marketing Major (6) - Students must take the Marketing major.		Assumed Knowledge**	Offered
MKTG12-205	Consumer Experiences and Behaviours	MKTG11-100	Jan, May
MKTG13-303	Market Research	MKTG11-100	May, Sep
MKTG13-302	Integrated Marketing Communications	MKTG11-100	Jan, May
MKTG13-320	Strategic Marketing	MKTG11-100 & MKTG13-303	May, Sep
Plus TWO from the following:			
MKTG13-301	International Marketing	MKTG11-100	Jan, Sep
MKTG13-312	Digital Marketing for Customer Engagement	MKTG11-100	Jan, May
MKTG13-314	Social Media Marketing	MKTG13-312	Sep
MKTG13-315	Marketing Analytics	MKTG13-303, MKTG11-100	May, Sep
BUSN13-700	Business Internship A (CDC Approval Required)		Jan, May, Sep

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: Advertising, Communication & Society , Corporate Storytelling , Creative Writing , Digital Media, Film and Television , Journalism, Media Studies (Communication) , Public Relations , Social Media (Communication) .

* 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 **JANUARY**

Jan (semester 1)		May (semester 2)		Sep (semester 3)	
CORE11-011	Critical Thinking and Communication	CORE11-012	Responsibility, Integrity and Civic Discourse	CORE11-013	Collaboration for Global Change
MKTG11-100	Marketing	MKTG12-205	Consumer Experiences and Behaviours	MKTG13-303	Market Research
COMN11-100	Foundations of Content Creation	COMN11-102	Strategic Speaking & Writing	COMN12-302	Digital Media and Society
COMN11-101	Introduction to Communication		General Elective	COMN11-103	Communication in the Workplace
Jan (semester 4)		May (semester 5)		Sep (semester 6)	
MKTG13-301	International Marketing	MKTG13-302	Integrated Marketing Communications	MKTG13-314	Social Media Marketing
COMN12-203	Mass & Popular Media	MKTG13-320	Strategic Marketing	COMN13-300	Capstone Project
COMN12-205	Interpersonal Communication		General Elective		General Elective
	General Elective		General Elective		General Elective

Commencing **MAY**

May (semester 1)		Sep (semester 2)		Jan (semester 3)	
CORE11-011	Critical Thinking and Communication	CORE11-012	Responsibility, Integrity and Civic Discourse	CORE11-013	Collaboration for Global Change
MKTG11-100	Marketing	COMN12-302	Digital Media and Society	MKTG12-205	Consumer Experiences and Behaviours
COMN11-100	Foundations of Content Creation	COMN11-103	Communication in the Workplace	COMN12-205	Interpersonal Communication
COMN11-101	Introduction to Communication	MKTG13-301	International Marketing	COMN12-203	Mass & Popular Media
May (semester 4)		Sep (semester 5)		Jan (semester 6)	
COMN11-102	Strategic Speaking & Writing	MKTG13-320	Strategic Marketing	COMN13-300	Capstone Project
MKTG13-303	Market Research	MKTG13-314	Social Media Marketing		General Elective
MKTG13-302	Integrated Marketing Communications		General Elective		General Elective
	General Elective		General Elective		General Elective

Commencing **SEPTEMBER**

Sep (semester 1)		Jan (semester 2)		May (semester 3)	
CORE11-011	Critical Thinking and Communication	CORE11-012	Responsibility, Integrity and Civic Discourse	CORE11-013	Collaboration for Global Change
MKTG11-100	Marketing	MKTG12-205	Consumer Experiences and Behaviours	MKTG13-303	Market Research
COMN11-100	Foundations of Content Creation	COMN11-101	Introduction to Communication	COMN11-102	Strategic Speaking & Writing
	General Elective		General Elective		General Elective
Sep (semester 4)		Jan (semester 5)		May (semester 6)	
MKTG13-320	Strategic Marketing	MKTG13-301	International Marketing	MKTG13-302	Integrated Marketing Communications
COMN11-103	Communication in the Workplace	COMN12-205	Interpersonal Communication	MKTG13-315	Marketing Analytics
COMN12-302	Digital Media and Society	COMN12-203	Mass & Popular Media	COMN13-300	Capstone Project
	General Elective		General Elective		General Elective