

For students commencing from **261+**

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 (5)		Offered
MKTG11-100	Marketing	Jan, May, Sep
COMN11-100	Foundations of Content Creation	Jan, May, Sep
COMN11-101	Introduction to Communication	Jan, May, Sep
COMN12-302	Digital Media and Society	Jan, Sep
COMN13-300	Capstone Project	Jan, May, Sep
Foundation Option (3) <i>Students choose three of the following options.</i>		
COMN11-190	Gender Communication	Jan
COMN11-102	Strategic Speaking & Writing	Jan, May, Sep
COMN11-103	Organisational Communication	Sep
COMN12-203	Mass & Popular Media	Jan, Sep
COMN12-205	Interpersonal Communication	Jan
COMN12-204	Intercultural Communication	Jan, Sep
COMN13-325	Persuasion and Influence	Jan
Professional Option (1) <i>Students choose one of the following options.</i>		
ADVT11-100	Introduction to Advertising	Jan, May, Sept
JOUR11-100	Newsroom: Introduction to Journalism	Jan, May
PUBR11-100	Introduction to Public Relations	Jan, May, Sept

Marketing Major (6) <i>Students must take the Marketing major.</i>		Assumed Knowledge**	Offered
MKTG12-301	Consumer and Buyer Behaviour	MKTG11-100	Jan, May
MKTG13-303	Market Research and Analysis	MKTG11-100	May, Sep
MKTG13-302	Promotional Design & Planning	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	Internet and Social Media Marketing	MKTG11-100	Jan, May
MKTG13-319	Digital and Direct Marketing	MKTG11-100	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	MKTG12-301	Consumer and Buyer Behaviour	MKTG13-303	Market Research and Analysis
COMN11-100	Foundations of Content Creation		Foundation Option	COMN12-302	Digital Media and Society
COMN11-101	Introduction to Communication		General Elective		Foundation Option
Jan (semester 4)		May (semester 5)		Sep (semester 6)	
MKTG13-301	International Marketing	MKTG13-302	Promotional Design & Planning	MKTG13-319	Digital and Direct Marketing
	Foundation Option	MKTG13-320	Strategic Marketing	COMN13-300	Capstone Project
	Professional Option		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	MKTG12-301	Consumer and Buyer Behaviour
COMN11-100	Foundations of Content Creation		Foundation Option		Foundation Option
COMN11-101	Introduction to Communication	MKTG13-301	International Marketing		Professional Option
May (semester 4)		Sep (semester 5)		Jan (semester 6)	
MKTG13-303	Market Research and Analysis	MKTG13-320	Strategic Marketing	COMN13-300	Capstone Project
MKTG13-302	Promotional Design & Planning	MKTG13-319	Digital and Direct Marketing		General Elective
	Foundation Option		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	MKTG12-301	Consumer and Buyer Behaviour	MKTG13-303	Market Research and Analysis
COMN11-100	Foundations of Content Creation	COMN11-101	Introduction to Communication		Foundation Option
	General Elective		General Elective		Professional Option
Sep (semester 4)		Jan (semester 5)		May (semester 6)	
MKTG13-320	Strategic Marketing	MKTG13-301	International Marketing	MKTG13-302	Promotional Design & Planning
COMN12-302	Digital Media and Society		Foundation Option	MKTG13-312	Internet and Social Media Marketing
	Foundation Option		General Elective	COMN13-300	Capstone Project
	General Elective		General Elective		General Elective