

For students commencing from **261+**

| Program Code | Total Subjects | Intakes | Duration | Program Structure |
|---------------|----------------|---------------|-------------------|--|
| HS-20005, v13 | 24 | Jan, May, Sep | 2 years full-time | 3 Core University subjects 5 Required Subjects 3 Foundation Options 1 Professional Option 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) - Students must take the Marketing major. | | Assumed Knowledge** | Offered |
|---|---|-------------------------|---------------|
| MKTG12-205 | Consumer Experiences and Behaviours | MKTG11-100 | Jan, Sep |
| 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 |
| BUSN13-700 | Business Internship A | | Jan, May, Sep |
| MKTG13-314 | Social Media Marketing | MKTG13-312 | Sep |
| MKTG13-315 | Marketing Analytics | MKTG13-303 & MKTG11-100 | 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 | | Foundation Option | MKTG13-303 | Market Research and Analysis |
| COMN11-100 | Foundations of Content Creation | | General Elective | COMN12-302 | Digital Media and Society |
| COMN11-101 | Introduction to Communication | | General Elective | | Foundation Option |
| Jan (semester 4) | | May (semester 5) | | Sep (semester 6) | |
| | January Marketing Options: MKTG13-301 International Marketing MKTG13-312 Digital Marketing for Customer Engagement | MKTG13-302 | Integrated Marketing Communications | | September Marketing Options: MKTG13-301 International Marketing BUSN13-700 Business Internship A MKTG13-314 Social Media Marketing MKTG13-315 Marketing Analytics |
| | Foundation Option | MKTG13-320 | Strategic Marketing | COMN13-300 | Capstone Project |
| | Professional Option | | General Elective | | General Elective |
| MKTG12-205 | Consumer Experiences and Behaviours | | 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 | | Foundation Option | | Foundation Option |
| COMN11-101 | Introduction to Communication | | General Elective | | 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 | Integrated Marketing Communications | | September Marketing Options: MKTG13-301 International Marketing MKTG13-314 Social Media Marketing MKTG13-315 Marketing Analytics | | January Marketing Options: MKTG13-301 International Marketing MKTG13-312 Digital Marketing for Customer Engagement BUSN13-700 Business Internship A |
| | 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 | MKTG12-205 | Consumer Experiences and Behaviours | 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 | | January Marketing Options: MKTG13-301 International Marketing MKTG13-312 Digital Marketing for Customer Engagement BUSN13-700 Business Internship A | MKTG13-302 | Integrated Marketing Communications |
| COMN12-302 | Digital Media and Society | | Foundation Option | COMN13-300 | Capstone Project |
| | Foundation Option | | General Elective | | General Elective |
| | September Marketing Options: MKTG13-301 International Marketing MKTG13-314 Social Media Marketing MKTG13-315 Marketing Analytics | | General Elective | | General Elective |