

For students commencing from **271+**

Program Code	Total Subjects	Intakes	Duration	Program Structure
HS-20005	24	Jan, May, Sep	2 years full-time	CORE University Subjects (3) Required Subjects (8) Discipline Options (3) Major (6) General Elective (4)
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*				
* Students will complete Beyond Bond during their degree. This subject is worth 0 Credit Points.				
Required Subjects (8)				Availability
COMN11-100	Foundations of Content Creation			Jan, May, Sep
MKTG11-100	Marketing Fundamentals			Jan, May, Sept
COMN11-111	Communication, Context and Influence			Jan, May, Sep
COMN11-112	Creativity and Ideation			May
COMN11-113	Persuasive Speaking			Jan, May, Sept
COMN11-114	Writing with Purpose			May
COMN12-217	Media and Society			Jan, Sep
COMN13-300	Capstone Project			Jan, May, Sep
Discipline Options (3) Choose 3 of the following subjects				
COMN12-216	Gender Communication			Jan
COMN12-218	Organisational Communication			Sep
COMN12-204	Intercultural Communication			Jan, Sept
COMN12-205	Interpersonal Communication			Jan
COMN12-214	Creative Enterprise			Jan, May
Marketing Major (6)			Assumed Knowledge	
MKTG12-205	Consumer Experiences and Behaviours		MKTG11-100	Jan, Sep
MKTG13-302	Integrated Marketing Communications		MKTG11-100	Jan, May
MKTG13-303	Market Research		MKTG11-100	May, Sep
MKTG13-320	Strategic Marketing		MKTG11-100 / MKTG13-303	May, Sep
Plus TWO from the following:				
BUSN13-700	Business Internship A			Jan, May, Sep
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		MKTG11-100 and MKTG13-303	May, Sep
General Electives (4)				
Choose 4 subjects from the list of available undergraduate electives across the University. Alternatively, students may complete an elective Minor, which consists of 4 subjects				

Bachelor of Communication (Business)

Program Sequencing

Commencing **JAN**

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
COMN11-111	Communication, Context and Influence	COMN11-100	Foundations of Content Creation	COMN12-218 COMN12-204	Discipline Options: A choice of either Organisational Communication Intercultural Communication
MKTG11-100	Marketing Fundamentals	COMN11-113	Persuasive Speaking		General Elective subject
	General Elective subject or Discipline Option	COMN11-114	Writing with Purpose		General Elective subject
Jan (semester 4)		May (semester 5)		Sep (semester 6)	
COMN12-216 COMN12-204 COMN12-205	Discipline Options: A choice of either Gender Communication Intercultural Communication Interpersonal Communication	COMN12-214	Discipline Options: A choice of either Creative Enterprise Or General Elective	COMN12-217	Media and Society
MKTG13-302	Integrated Marketing Communications	MKTG13-303	Market Research	COMN13-300	Capstone Project
BUSN13-700 MKTG13-301 MKTG13-312	Marketing Major Option: A choice of either Business Internship A International Marketing Digital Marketing for Customer Engagement	COMN11-112	Creativity and Ideation	BUSN13-700 MKTG13-301 MKTG13-314 MKTG13-315	Marketing Major Option: A choice of either Business Internship A International Marketing Social Media Marketing Marketing Analytics
MKTG12-205	Consumer Experiences and Behaviours		General Elective subject or Discipline Option	MKTG13-320	Strategic Marketing

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
COMN11-100	Foundations of Content Creation	COMN11-113	Persuasive Speaking		General Elective subject
COMN11-111	Communication, Context and Influence	COMN12-218 COMN12-204	Discipline Options : A choice of either Organisational Communication Intercultural Communication	COMN12-216 COMN12-204 COMN12-205	Discipline Options : A choice of either Gender Communication Intercultural Communication Interpersonal Communication
MKTG11-100	Marketing Fundamentals		General Elective subject or Discipline Option		General Elective subject
May (semester 4)		Sep (semester 5)		Jan (semester 6)	
COMN11-112	Creativity and Ideation	MKTG13-320	Strategic Marketing	COMN12-217	Media and Society
COMN12-214	Discipline Options : A choice of either Creative Enterprise Or General Elective	BUSN13-700 MKTG13-301 MKTG13-314 MKTG13-315	Marketing Major Option: A choice of either Business Internship A International Marketing Social Media Marketing Marketing Analytics	BUSN13-700 MKTG13-301 MKTG13-312	Marketing Major Option: A choice of either Business Internship A International Marketing Digital Marketing for Customer Engagement
COMN11-114	Writing with Purpose	MKTG12-205	Consumer Experiences and Behaviours	COMN13-300	Capstone Project
MKTG13-303	Market Research		General Elective subject or Discipline Option	MKTG13-302	Integrated Marketing Communications

The information published in this document is correct at the time of printing. However, all programs are subject to review by the Academic Senate of the University and the University reserves the right to change its program offerings and subjects without notice.

Bachelor of Communication (Business)

Program Sequencing

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
COMN11-111	Communication, Context and Influence	COMN11-100	Foundations of Content Creation	COMN11-114	Writing with Purpose
MKTG11-100	Marketing Fundamentals		General Elective subject	COMN11-113	Persuasive Speaking
	General Elective subject or Discipline Option	COMN12-216 COMN12-204 COMN12-205	Discipline Options : A choice of either Gender Communication Intercultural Communication Interpersonal Communication	MKTG13-303	Market Research
Sep (semester 4)		Jan (semester 5)		May (semester 6)	
COMN12-217	Media and Society	MKTG13-302	Integrated Marketing Communications	COMN13-300	Capstone Project
BUSN13-700 MKTG13-301 MKTG13-314 MKTG13-315	Marketing Major Option: A choice of either Business Internship A International Marketing Social Media Marketing Marketing Analytics	BUSN13-700 MKTG13-301 MKTG13-312	Marketing Major Option: A choice of either Business Internship A International Marketing Digital Marketing for Customer Engagement	COMN12-214	Discipline Options : A choice of either Creative Enterprise Or General Elective
COMN12-218 COMN12-204	Discipline Options: A choice of either Organisational Communication Intercultural Communication	MKTG12-205	Consumer Experiences and Behaviours	COMN11-112	Creativity and Ideation
MKTG13-320	Strategic Marketing		General Elective subject or Discipline Option		General Elective subject