

Bachelor of Creative Arts

Specialising in Social Media Practice

Program Structure

For student commencing from **271+**

Program Code	Total Subjects	Intakes	Duration	Program Structure
HS-20044	24	Jan, May, Sep	2 years full-time	CORE University (3) Creative Arts Foundation (6) Creative Arts Specialist Major (6) Complementary Major Option (6) General Electives (3)
Core University Subjects (3) One core subject must be taken per semester for the first three semesters.				
CORE11-011	Critical Thinking & Communication			
CORE11-012	Responsibility, Integrity and Civic Discourse			
CORE11-013	Collaboration for Global Change			
Beyond Bond: Professional Development & Community Engagement*				
* Students complete Beyond Bond during their degree. This subject is worth 0 Credit Points.				
Required Subjects (6)		Prerequisites	Assumed Knowledge*	Availability
COMN11-112	Creativity and Ideation			May
COMN12-214	Creative Enterprise			Jan, May
JOUR12-202	Creative Writing: Fiction and Non-Fiction			Jan, Sep
COMN11-100	Foundations of Content Creation			Jan, May, Sep
PUBR12-100	Social Media Strategy and Tactics			May
COMN13-301	Creative Studio A			May, Sep
Creative Arts Specialist Major: Social Media Praticce (6)				
ADVT12-100	Digital and Social Media Advertising			Jan
COMN12-217	Media and Society			Jan, Sep
DIGM11-100	Graphic Design and Content Creation			Jan, Sep
DIGM11-110	Web Design			Jan/ May
JOUR12-203	Mobile and Digital Journalism			Jan
PUBR13-313	Crisis Communication			May
Complementary Major Option				
Choose one of the following additional majors – Either an additional Creative Arts Specialist Major , or a Professional or Content Major				
Creative Arts Specialist Major (6) Choose one of the following majors.				
Digital Media		Creative Writing Practice		
Professional and Content Majors (6) Choose one of the following majors				
Advertising		International Relations		
Communication		Journalism		
Criminology		Marketing Communication (Students are required to take MKTG11-100 Marketing as an elective if choosing this major)		
Cyber Security		Marketing (Students are required to take MKTG11-100 Marketing as an elective if choosing this major)		
Entrepreneurship and Innovation		Philosophy		
Film and Television		Psychology		
Global Studies		Public Relations		
Global Studies (Sustainability)				
General Electives (3)		Prerequisites	Assumed Knowledge*	Availability
Students may choose three (3) elective subjects from the University's list of available undergraduate subjects. Students wishing to select an elective more closely related to their degree may wish to consider either of the following subjects.				
FSDO13-700	Internship A			Jan/May/Sep
COMN13-302	Creative Studio B	COMN13-301		May/Sep
*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.				

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
DIGM11-110	Web Design	PUBR12-100	Social Media Strategy and Tactics	DIGM11-100	Graphic Design and Content Creation
ADVT12-100	Digital and Social Media Advertising	COMN11-112	Creativity and Ideation		Complementary Major Subject or General Elective
COMN11-100	Foundations of Content Creation		Complementary Major Subject or General Elective		Complementary Major Subject or General Elective
Jan (semester 4)		May (semester 5)		Sep (semester 6)	
JOUR12-203	Mobile and Digital Journalism	PUBR13-313	Crisis Communication	JOUR12-202	Creative Writing: Fiction and Non-Fiction
	Complementary Major Subject or General Elective	COMN12-214	Creative Enterprise	COMN12-217	Media and Society
	Complementary Major Subject or General Elective	COMN13-301	Creative Studio A		Complementary Major Subject or General Elective
	Complementary Major Subject or General Elective		Complementary Major Subject or General Elective		Complementary Major Subject or 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
COMN11-100	Foundations of Content Creation	DIGM11-100	Graphic Design and Content Creation	ADVT12-100	Digital and Social Media Advertising
PUBR12-100	Social Media Strategy and Tactics		Complementary Major Subject or General Elective	JOUR12-202	Creative Writing: Fiction and Non-Fiction
COMN11-112	Creativity and Ideation		Complementary Major Subject or General Elective		Complementary Major Subject or General Elective
May (semester 4)		Sep (semester 5)		Jan (semester 6)	
PUBR13-313	Crisis Communication	COMN12-217	Media and Society	COMN12-214	Creative Enterprise
COMN11-111	Creative Studio A		Complementary Major Subject or General Elective	JOUR12-203	Mobile and Digital Journalism
DIGM11-110	Web Design		Complementary Major Subject or General Elective		Complementary Major Subject or General Elective
	Complementary Major Subject or General Elective		Complementary Major Subject or General Elective		Complementary Major Subject or General Elective

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Program Sequencing

Commencing **SEPTEMBER**

September (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
COMN11-100	Foundations of Content Creation	ADVT12-100	Digital and Social Media Advertising	DIGM11-110	Web Design
DIGM11-100	Graphic Design and Content Creation		Complementary Major Subject or General Elective	COMN11-112	Creativity and Ideation
	Complementary Major Subject or General Elective		Complementary Major Subject or General Elective		Complementary Major Subject or General Elective
September (semester 4)		Jan (semester 5)		May (semester 6)	
JOUR12-202	Creative Writing: Fiction and Non-Fiction	COMN12-217	Media and Society	COMN12-214	Creative Enterprise
COMN13-301	Creative Studio A	JOUR12-203	Mobile and Digital Journalism	PUBR12-100	Social Media Strategy and Tactics
	Complementary Major Subject or General Elective		Complementary Major Subject or General Elective	PUBR13-313	Crisis Communication
	Complementary Major Subject or General Elective		Complementary Major Subject or General Elective		Complementary Major Subject or General Elective