Diploma of Creative Design into Bachelor of Communication (Business)

Program Sequence Structure
January intake

Semester	Subject Code	Subject	Notes
Semester 1 January	BCDP02-101	Critical Thinking and Communication	CREDIT
	BCDP02-077	Personal Development Portfolio	CREDIT – elective
	BCDP02-075	Image Photography and Visual Design	CREDIT – elective
Semester 2 May	BCDP02-102	Collaboration, Teams and Leadership	CREDIT
	BCDP02-071	Foundation of Content Creation	CREDIT
	BCDP02-080	Sound Production and Design	CREDIT – elective
Semester 3 September	BCDP02-103	Responsibility, Integrity and Civic Discourse	CREDIT
	BCDP02-009	Introduction to Communication	CREDIT
	BCDP02-079	Screenwriting and Short Fiction	CREDIT – elective
Semester 4 January	COMN12-203	Mass and Popular Media	
	MKTG11-100	Marketing	
	COMN12-205	Interpersonal Communication	
	COMN11-102	Strategic Speaking and Writing	
Semester 5 May	MKTG12-301	Consumer and Buyer Behaviour	
	MKTG13-302	Promotional Design and Planning	
	MKTG13-312	Internet and Social Media Marketing	
		General Elective	
Semester 6 September	MKTG13-303	Market Research and Analysis	
	MKTG13-320	Strategic Marketing	
	COMN11-103	Communication in the Workplace	
	COMN12-302	Digital Media and Society	
Semester 7 January	COMN13-300	Capstone	
	MKTG13-301	International Marketing	
		General Elective	

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Program Sequence Structure
May intake

Semester	Subject Code	Subject	Notes
Semester 1 May	BCDP02-101	Critical Thinking and Communication	CREDIT
	BCDP02-077	Personal Development Portfolio	CREDIT – elective
	BCDP02-071	Foundation of Content Creation	CREDIT
Semester 2 September	BCDP02-102	Collaboration, Teams and Leadership	CREDIT
	BCDP02-075	Image, Photography and Visual Design	CREDIT – elective
	BCDP02-079	Screenwriting and Short Fiction	CREDIT – elective
Semester 3 January	BCDP02-103	Responsibility, Integrity and Civic Discourse	CREDIT
	BCDP02-009	Introduction to Communication	CREDIT
	BCDP02-078	Screen Editing	CREDIT – elective
Semester 4 May	MKTG11-100	Marketing	
	COMN11-102	Strategic Speaking and Writing	
		General Elective	
		General Elective	
Semester 5 September	MKTG13-303	Market Research and Analysis	
	MKTG13-319	Digital and Direct Marketing	
	COMN11-103	Communication in the Workplace	
	COMN12-302	Digital Media and Society	
Semester 6 January	COMN12-203	Mass and Popular Media	
	COMN12-205	Interpersonal Communication	
	MKTG13-302	Promotional Design and Planning	
	MKTG12-301	Consumer and Buyer Behaviour	
Semester 7 May	COMN13-300	Capstone	
	MKTG13-320	Strategic Marketing	
	MKTG13-312	Internet and Social Media Marketing	

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Program Sequence Structure
September intake

Semester	Subject Code	Subject	Notes
Semester 1 September	BCDP02-101	Critical Thinking and Communication	CREDIT
	BCDP02-077	Personal Development Portfolio	CREDIT - elective
	BCDP02-075	Image, Photography and Visual Design	CREDIT – elective
Semester 2 January	BCDP02-102	Collaboration, Teams and Leadership	CREDIT
	BCDP02-071	Foundation of Content Creation	CREDIT
	BCDP02-078	Screen Editing	CREDIT – elective
Semester 3 May	BCDP02-103	Responsibility, Integrity and Civic Discourse	CREDIT
	BCDP02-009	Introduction to Communication	CREDIT
	BCDP02-080	Sound Production and Design	CREDIT – elective
Semester 4 September	COMN11-103	Communication in the Workplace	
	COMN12-302	Digital Media and Society	
	COMN12-203	Mass and Popular Media	
	MKTG11-100	Marketing	
Semester 5 January	COMN12-205	Interpersonal Communication	
	MKTG13-302	Promotional Design and Planning	
	MKTG12-301	Consumer and Buyer Behaviour	
	MKTG13-301	International Marketing	
Semester 6 May	MKTG13-303	Market Research and Analysis	
	COMN11-102	Strategic Speaking and Writing	
	MKTG13-312	Internet and Social Media Marketing	
		General Elective	
Semester 7 September	COMN13-300	Capstone	
	MKTG13-320	Strategic Marketing	
		General Elective	