

C10363 BACHELOR OF COMMUNICATION (PUBLIC COMMUNICATION – ADVERTISING STREAM)

AUTUMN COMMENCING - TYPICAL PROGRAM ARTICULATION FOR TAYLORS UNIVERSITY

➤ Bachelor of Mass Communications (Hons) Maj: Advertising

Year 1	Autumn	<u>STM91104 Core:</u> 54002 Communicating Difference	<u>STM91124 Advertising:</u> 54047 Advertising Campaign Practice	<u>CBK91115:</u> Cross Disciplinary Elective
	Spring	<u>CBK91119:</u> Elective	<u>STM91124 Advertising:</u> 54048 Brand Advertising Strategies	<u>CBK91119:</u> Elective
Year 2	Autumn	<u>CBK91119:</u> Elective	<u>STM91124 Advertising:</u> 54049 Professional Advertising Practice	<u>MAJ10048 Public Communication:</u> 54041 Integrated Communication

Total Degree Credit Points required for this course	144cps
Exemptions	72cps
Remaining Degree Credit Points required	72cps (1.5 years)
List of exemptions	72cps
Major Subject	
➤ 54040 The Ecology of Public Communication	8cp
➤ 54046 Principles of Advertising	8cp
Core Subjects	
➤ 54000 Citizenship and Communication	8cp
➤ 54001 Digital Literacies	8cp
Elective Subjects	
➤ CBK91115: Cross Disciplinary Elective	16cp
➤ CBK91121: Alternative Electives (Communication)	16cp
➤ CBK91119: Elective	8cp

APPROVED ARTICULATION ARRANGEMENT FOR TAYLORS UNIVERSITY
THIS IS NOT OFFICIAL COURSE INFORMATION

C10363 BACHELOR OF COMMUNICATION (PUBLIC COMMUNICATION – PUBLIC RELATIONS STREAM)

AUTUMN COMMENCING - TYPICAL PROGRAM ARTICULATION FOR TAYLORS UNIVERSITY

- Bachelor of Mass Communication (Hons) (Public Relations and Event Management)
- Bachelor of Mass Communication (Hons) Maj: Public Relations and Marketing
- Bachelor of Mass Communications (Hons) Maj: Public Relations

Year 1	Autumn	STM91104 Core: 54002 Communicating Difference	STM91123 Public Relations: 54043 Strategic Public Relations	CBK91115: Cross Disciplinary Elective
	Spring	CBK91119: Elective	STM91123 Public Relations: 54044 Media Writing and Production	CBK91119: Elective
Year 2	Autumn	CBK91119: Elective	STM91123 Public Relations: 54045 Organisational Communication	MAJ10048 Public Communication: 54041 Integrated Communication

Total Degree Credit Points required for this course	144cps
Exemptions	72cps
Remaining Degree Credit Points required	72cps (1.5 years)
List of exemptions	72cps
Major Subject	
➤ 54040 The Ecology of Public Communication	8cp
➤ 54042 Principles of Public Relations	8cp
Core Subjects	
➤ 54000 Citizenship and Communication	8cp
➤ 54001 Digital Literacies	8cp
Elective Subjects	
➤ CBK91115: Cross Disciplinary Elective	16cp
➤ CBK91121: Alternative Electives (Communication)	16cp
➤ CBK91119: Elective	8cp

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