

C10363 BACHELOR OF COMMUNICATION (PUBLIC COMMUNICATION – ADVERTISING STREAM)

SPRING COMMENCING - TYPICAL PROGRAM ARTICULATION FOR NORTHWEST UNIVERSITY OF POLITICAL SCIENCE AND LAW

- NUPSL International Undergraduate Program (New Media Directions Stream)

Year 1	Spring	MAJ10048 Public Communication: 54040 The Ecology of Public Communication	STM91124 Advertising 54046 Principles of Advertising	CBK91115: Cross-disciplinary electives
	Autumn	STM91104 Core: 54002 Communicating Difference	STM91124 Advertising: 54047 Advertising Campaign Practice	CBK91119: Elective
Year 2	Spring	CBK91119: Elective	STM91124 Advertising: 54048 Brand Advertising Strategies	CBK91119: Elective
	Autumn	STM91124 Advertising: 54049 Professional Advertising Practice	MAJ10048 Public Communication: 54041 Integrated Communication	CBK91119: Elective

Total Degree Credit Points required for this course	144cps
Exemptions	48cps
Remaining Degree Credit Points required	96cps (2 years)
List of exemptions	48cps
Core Subjects	
➤ 54000 Citizenship and Communication	8cp
➤ 54001 Digital Literacies	8cp
Elective Subjects	
➤ CBK91115: Cross Disciplinary Elective	16cp
➤ CBK91121: Alternative Electives (Communication)	16cp

APPROVED ARTICULATION ARRANGEMENT FOR NORTHWEST UNIVERSITY OF POLITICAL SCIENCE AND LAW
THIS IS NOT OFFICIAL COURSE INFORMATION

C10363 BACHELOR OF COMMUNICATION (PUBLIC COMMUNICATION – PUBLIC RELATIONS)

SPRING COMMENCING - TYPICAL PROGRAM ARTICULATION FOR NORTHWEST UNIVERSITY OF POLITICAL SCIENCE AND LAW

- NUPSL International Undergraduate Program (New Media Directions Stream)

Year 1	Spring	MAJ10048 Public Communication: 54040 The Ecology of Public Communication	STM91123 Public Relations: 54042 Principles of Public Relations	CBK91115: Cross-disciplinary electives
	Autumn	STM91104 Core: 54002 Communicating Difference	STM91123 Public Relations: 54043 Strategic Public Relations	CBK91119: Elective
Year 2	Spring	CBK91119: Elective	STM91123 Public Relations: 54044 Media Writing and Production	CBK91119: Elective
	Autumn	STM91123 Public Relations: 54045 Organisational Communication	MAJ10048 Public Communication: 54041 Integrated Communication	CBK91119: Elective

Total Degree Credit Points required for this course	144cps
Exemptions	48cps
Remaining Degree Credit Points required	96cps (2 years)
List of exemptions	48cps
Core Subjects	
➤ 54000 Citizenship and Communication	8cp
➤ 54001 Digital Literacies	8cp
Elective Subjects	
➤ CBK91115: Cross Disciplinary Elective	16cp
➤ CBK91121: Alternative Electives (Communication)	16cp

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