

C10363 BACHELOR OF COMMUNICATION (PUBLIC COMMUNICATION)

INSEARCH ARTICULATION - AUTUMN COMMENCING 2020 (ADVERTISING STREAM)

	Commencement year	Autumn 2020			Core	First Major	CDEs	Electives
EXEMPTIONS	Autumn 2020	54000 Citizenship and Communication (Core)	8cps		8			
		54060 Understanding Digital Audiences (Elective)	8cps	24cps				8
		54040 The Ecology of Public Communication (Major)	8cps			8		
	Spring 2020	54001 Digital Literacies (Core)	8cps		8			
		54061 Digital Media: Marketing, Metrics and Data (Elective)	8cps	24cps				8
		59721 Academic English: Communication Fundamentals (CDE)	8cps				8	
COMPLETED 2021	Autumn 2021	54002 Communicating Difference (Core)	8cps		8			
		54047 Advertising Campaign Practice	8cps	24cps		8		
		Elective	8cps					8
	Spring 2021	Cross Disciplinary Elective	8cps				8	
		54048 Brand Advertising Strategies	8cps	24cps		8		
		54046 Principles of Advertising	8cps			8		
Subjects to complete in 2022	Autumn 2022	24212 Entrepreneurial Marketing (substitute for 54049 Professional Advertising Practice)	6cps			6		
		Elective	8cps					8
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		2cp subject to make up shortfall in major	2cps			2		
	Spring 2022	Cross Disciplinary Elective	8cps				8	
		52667 The Agency (substitute for 54041 Integrated Communication)	6cps			6		
		Elective	8cps					8
	2cp subject to make up shortfall in major	2cps			2			
					24	48	24	48

- 48cps RPL from Insearch/UTS College
- Completed subjects
- Public Communication subject equivalents

*** Continuing with 8cp electives