

C10363 BACHELOR OF COMMUNICATION (PUBLIC COMMUNICATION) ADVERTISING

SUMMER COMMENCING 2019

Already Completed	
54000 Citizenship and Communication	8cps
54001 Digital Literacies	8cps
54002 Communicating Difference	8cps
54040 The Ecology of Public Communication	8cps
54046 Principles of Advertising	8cps
54047 Advertising Campaign Practice	8cps
54048 Brand Advertising Strategies	8cps
Second Major Stream subjects	16cps
Cross Disciplinary Elective	24cps
Second Major/Electives	16cps
Total	112cps

For Students not taking a Second Major

Subjects to complete in 2022	Autumn 2022	24212 Entrepreneurial Marketing	6cps	
		Elective	8cps	
		2cp subject to make up shortfall	2cps	
	Spring 2022	52667 The Agency	6cps	
		Elective	8cps	
		2cp subject to make up shortfall	2cps	

For Students taking a Second Major

Subjects to complete in 2022	Autumn 2022	24212 Entrepreneurial Marketing	6cps	
		Second Major Subject	6cps	
		6cp subject to make up shortfall	6cps	
	Spring 2022	52667 The Agency	6cps	
		Second Major Subject	6cps	
		2cp subject to make up shortfall	2cps	

AUTUMN COMMENCING 2020

Already Completed	
54000 Citizenship and Communication	8cps
54001 Digital Literacies	8cps
54002 Communicating Difference	8cps
54040 The Ecology of Public Communication	8cps
54046 Principles of Advertising	8cps
54047 Advertising Campaign Practice	8cps
54048 Brand Advertising Strategies	8cps
Second Major Stream subjects	16cps
Cross Disciplinary Elective	8cps
Second Major/Electives	16cps
Total	96cps

For Students not taking a Second Major

Subjects to complete in 2022	Autumn 2022	24212 Entrepreneurial Marketing	6cps	
		Cross Disciplinary Elective	8cps	
		Elective	8cps	
		2cp subject to make up shortfall	2cps	
	Spring 2022	52667 The Agency	6cps	
		Cross Disciplinary Elective	8cps	
		Elective	8cps	
	2cp subject to make up shortfall	2cps		

For Students taking a Second Major

Subjects to complete in 2022	Autumn 2022	24212 Entrepreneurial Marketing	6cps	
		Cross Disciplinary Elective	8cps	
		Second Major Subject	6cps	
		6cp subject to make up shortfall	6cps	
	Spring 2022	52667 The Agency	6cps	
		Cross Disciplinary Elective	8cps	
		Second Major Subject	6cps	
	2cp subject to make up shortfall	2cps		

SPRING COMMENCING 2020

Already Completed	
54000 Citizenship and Communication	8cps
54001 Digital Literacies	8cps
54040 The Ecology of Public Communication	8cps
54046 Principles of Advertising	8cps
54048 Brand Advertising Strategies	8cps
Second Major Stream subjects	16cps
Cross Disciplinary Elective	8cps
Second Major/Electives	8cps
Total	72cps

For Students not taking a Second Major

Subjects to complete in 2022	Autumn 2022	24212 Entrepreneurial Marketing	6cps	
		52663 Strategic Communication Design	6cps	
		Cross Disciplinary Elective	8cps	
		Elective	6cps	
	Spring 2022	52667 The Agency	6cps	
		Cross Disciplinary Elective	8cps	
		Elective	6cps	
		Elective	6cps	
Subjects to complete in 2023	Autumn 2023	54002 Communicating Difference	8cps	
		52660 Emergent Public Relations	6cps	
		Elective	6cps	

For Students taking a Second Major

Subjects to complete in 2022	Autumn 2022	24212 Entrepreneurial Marketing	6cps	
		52663 Strategic Communication Design	6cps	
		Cross Disciplinary Elective	8cps	
		Second Major Subject	6cps	
	Spring 2022	52667 The Agency	6cps	
		Cross Disciplinary Elective	8cps	
		Second Major Subject	6cps	
		Second Major Subject	6cps	
Subjects to complete in 2023	Autumn 2023	54002 Communicating Difference	8cps	
		52660 Emergent Public Relations	6cps	
		Second Major Subject	6cps	

SUMMER COMMENCING 2020

Already Completed	
54000 Citizenship and Communication	8cps
54001 Digital Literacies	8cps
54002 Communicating Difference	8cps
Cross Disciplinary Elective	16cps
54040 The Ecology of Public Communication	8cps
54046 Principles of Advertising	8cps
Second Major Stream subjects	16cps
Total	72cps

For Students not taking a Second Major

Subjects to complete in 2022	Autumn 2022	52663 Strategic Communication Design	6cps	
		52660 Emergent Public Relations	6cps	
		Elective	6cps	
	Spring 2022	52664 Branding and Reputation	6cps	
		Elective	6cps	
		Elective	6cps	
Subjects to complete in 2023	Autumn 2023	24212 Entrepreneurial Marketing	6cps	
		Cross Disciplinary Elective	8cps	
		Elective	6cps	
		2cp subject to make up shortfall	2cps	
	Spring 2023	52667 The Agency	6cps	
		Elective	6cps	
		2cp subject to make up shortfall	2cps	

For Students taking a Second Major

Subjects to complete in 2022	Autumn 2022	52663 Strategic Communication Design	6cps	
		52660 Emergent Public Relations	6cps	
		Second Major Subject	6cps	
	Spring 2022	52664 Branding and Reputation	6cps	
		Second Major Subject	6cps	
		Second Major Subject	6cps	
Subjects to complete in 2023	Autumn 2023	24212 Entrepreneurial Marketing	6cps	
		Cross Disciplinary Elective	8cps	
		Second Major Subject	6cps	
		2cp subject to make up shortfall	2cps	
	Spring 2023	52667 The Agency	6cps	
		Second Major Subject	6cps	
		2cp subject to make up shortfall	2cps	

AUTUMN COMMENCING 2021

Already Completed	
54000 Citizenship and Communication	8cps
54001 Digital Literacies	8cps
54040 The Ecology of Public Communication	8cps
54046 Principles of Advertising	8cps
Second Major Stream subjects	16cps
Total	48cps

For Students not taking a Second Major

Subjects to complete in 2022	Autumn 2022	54002 Communicating Difference	8cps	
		52663 Strategic Communication Design	6cps	
		52660 Emergent Public Relations	6cps	
		Elective	6cps	
	Spring 2022	52664 Branding and Reputation	6cps	
		Cross Disciplinary Elective	8cps	
		Elective	6cps	
	Elective	6cps		
Subjects to complete in 2023	Autumn 2023	24212 Entrepreneurial Marketing	6cps	
		Cross Disciplinary Elective	8cps	
		Elective	6cps	
		2cp subject to make up shortfall	2cps	
	Spring 2023	52667 The Agency	6cps	
		Cross Disciplinary Elective	8cps	
		Elective	6cps	
	2cp subject to make up shortfall	2cps		

For Students taking a Second Major

Subjects to complete in 2022	Autumn 2022	54002 Communicating Difference	8cps	
		52663 Strategic Communication Design	6cps	
		52660 Emergent Public Relations	6cps	
		Second Major Subject	6cps	
	Spring 2022	52664 Branding and Reputation	6cps	
		Cross Disciplinary Elective	8cps	
		Second Major Subject	6cps	
		Second Major Subject	6cps	
Subjects to complete in 2023	Autumn 2023	24212 Entrepreneurial Marketing	6cps	
		Cross Disciplinary Elective	8cps	
		Second Major Subject	6cps	
		2cp subject to make up shortfall	2cps	
	Spring 2023	52667 The Agency	6cps	
		Cross Disciplinary Elective	8cps	
		Second Major Subject	6cps	
		2cp subject to make up shortfall	2cps	

SPRING COMMENCING 2021

Already Completed	
54001 Digital Literacies	8cps
54046 Principles of Advertising	8cps
Second Major Stream subjects	8cps
Total	24cps

For Students not taking a Second Major

Subjects to complete in 2022	Autumn 2022	54000 Citizenship and Communication	8cps	
		52663 Strategic Communication Design	6cps	
		52660 Emergent Public Relations	6cps	
		Second Major Stream Subject	6cps	
	Spring 2022	52664 Branding and Reputation	6cps	
		Cross Disciplinary Elective	8cps	
		Elective	6cps	
		6cp subject to make up shortfall	6cps	
Subjects to complete in 2023	Autumn 2023	24212 Entrepreneurial Marketing	6cps	
		52663 Strategic Communication Design	6cps	
		Elective	6cps	
		Elective	6cps	
	Spring 2023	52667 The Agency	6cps	
		Cross Disciplinary Elective	8cps	
		Elective	6cps	
		2cp subject to make up shortfall	2cps	
Subjects to complete in 2024	Autumn 2024	54002 Communicating Difference	8cps	
		Elective	6cps	
		Cross Disciplinary Elective	8cps	

For Students taking a Second Major

Subjects to complete in 2022	Autumn 2022	54000 Citizenship and Communication	8cps	
		52663 Strategic Communication Design	6cps	
		52660 Emergent Public Relations	6cps	
		Second Major Stream Subject	6cps	
	Spring 2022	52664 Branding and Reputation	6cps	
		Cross Disciplinary Elective	8cps	
		Second Major Subject	6cps	
		6cp subject to make up shortfall	6cps	
Subjects to complete in 2023				
	Autumn 2023	24212 Entrepreneurial Marketing	6cps	
		52663 Strategic Communication Design	6cps	
		Second Major Subject	6cps	
		Second Major Subject	6cps	
	Spring 2023	52667 The Agency	6cps	
		Cross Disciplinary Elective	8cps	
	Second Major Subject	6cps		
		2cp subject to make up shortfall	2cps	
Subjects to complete in 2024				
	Autumn 2024	54002 Communicating Difference	8cps	
		Second Major Subject	6cps	
		Cross Disciplinary Elective	8cps	