

## C10363 BACHELOR OF COMMUNICATION (PUBLIC COMMUNICATION) PUBLIC RELATIONS

### SUMMER COMMENCING 2019

<b>Already Completed</b>	
54000 Citizenship and Communication	8cps
54001 Digital Literacies	8cps
54002 Communicating Difference	8cps
54040 The Ecology of Public Communication	8cps
54042 Principles of Public Relations	8cps
54043 Strategic Public Relations	8cps
54044 Media Writing Production	8cps
Second Major Stream subjects	16cps
Cross Disciplinary Elective	24cps
Second Major/Electives	16cps
<b>Total</b>	<b>112cps</b>

For Students not taking a Second Major

Subjects to complete in 2022	<b>Autumn 2022</b>	52666 Engagement in Organisations	6cps	
		Elective	8cps	
		2cp subject to make up shortfall	2cps	
	<b>Spring 2022</b>	52667 The Agency	6cps	
		Elective	8cps	
		2cp subject to make up shortfall	2cps	

For Students taking a Second Major

Subjects to complete in 2022	<b>Autumn 2022</b>	52666 Engagement in Organisations	6cps	
		Second Major Subject	6cps	
		6cp subject to make up shortfall	6cps	
	<b>Spring 2022</b>	52667 The Agency	6cps	
		Second Major Subject	6cps	
		2cp subject to make up shortfall	2cps	

## AUTUMN COMMENCING 2020

<b>Already Completed</b>	
54000 Citizenship and Communication	8cps
54001 Digital Literacies	8cps
54002 Communicating Difference	8cps
54040 The Ecology of Public Communication	8cps
54042 Principles of Public Relations	8cps
54043 Strategic Public Relations	8cps
54044 Media Writing Production	8cps
Second Major Stream subjects	16cps
Cross Disciplinary Elective	8cps
Second Major/Electives	16cps
<b>Total</b>	<b>96cps</b>

For Students not taking a Second Major

<b>Subjects to complete in 2022</b>	<b>Autumn 2022</b>	52666 Engagement in Organisations	6cps	
		Cross Disciplinary Elective	8cps	
		Elective	8cps	
		2cp subject to make up shortfall	2cps	
	<b>Spring 2022</b>	52667 The Agency	6cps	
		Cross Disciplinary Elective	8cps	
		Elective	8cps	
		2cp subject to make up shortfall	2cps	

For Students taking a Second Major

<b>Subjects to complete in 2022</b>	<b>Autumn 2022</b>	52666 Engagement in Organisations	6cps	
		Cross Disciplinary Elective	8cps	
		Second Major Subject	6cps	
		6cp subject to make up shortfall	6cps	
	<b>Spring 2022</b>	52667 The Agency	6cps	
		Cross Disciplinary Elective	8cps	
		Second Major Subject	6cps	
		2cp subject to make up shortfall	2cps	

**SPRING COMMENCING 2020**

<b>Already Completed</b>	
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
<b>Total</b>	<b>72cps</b>

For Students not taking a Second Major

Subjects to complete in 2022	<b>Autumn 2022</b>	52663 Strategic Communication Design	6cps	
		52666 Engagement in Organisations	6cps	
		Cross Disciplinary Elective	8cps	
		Elective	6cps	
	<b>Spring 2022</b>	52667 The Agency	6cps	
		Cross Disciplinary Elective	8cps	
		Elective	6cps	
		Elective	6cps	
Subjects to complete in 2023	<b>Autumn 2023</b>	54002 Communicating Difference	8cps	
		52664 Branding and Reputation	6cps	
		Elective	6cps	

For Students taking a Second Major

Subjects to complete in 2022	<b>Autumn 2022</b>	52663 Strategic Communication Design	6cps	
		52666 Engagement in Organisations	6cps	
		Cross Disciplinary Elective	8cps	
		Second Major Subject	6cps	
	<b>Spring 2022</b>	52667 The Agency	6cps	
		Cross Disciplinary Elective	8cps	
		Second Major Subject	6cps	
		Second Major Subject	6cps	
Subjects to complete in 2023	<b>Autumn 2023</b>	54002 Communicating Difference	8cps	
		52664 Branding and Reputation	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
54042 Principles of Public Relations	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	
		52664 Branding and Reputation	6cps	
		Elective	6cps	
	Spring 2022	52665 Multimodal Storytelling	6cps	
		Elective	6cps	
		Elective	6cps	
Subjects to complete in 2023	Autumn 2023	52666 Engagement in Organisations	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	
		52664 Branding and Reputation	6cps	
		Second Major Subject	6cps	
	Spring 2022	52665 Multimodal Storytelling	6cps	
		Second Major Subject	6cps	
		Second Major Subject	6cps	
Subjects to complete in 2023	Autumn 2023	52666 Engagement in Organisations	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**

<b>Already Completed</b>	
54000 Citizenship and Communication	8cps
54001 Digital Literacies	8cps
54040 The Ecology of Public Communication	8cps
54042 Principles of Public Relations	8cps
Second Major Stream subjects	16cps
<b>Total</b>	<b>48cps</b>

For Students not taking a Second Major

<b>Subjects to complete in 2022</b>	<b>Autumn 2022</b>	54002 Communicating Difference	8cps	
		52663 Strategic Communication Design	6cps	
		52664 Branding and Reputation	6cps	
		Elective	6cps	
	<b>Spring 2022</b>	52665 Multimodal Storytelling	6cps	
		Cross Disciplinary Elective	8cps	
		Elective	6cps	
	Elective	6cps		
<b>Subjects to complete in 2023</b>	<b>Autumn 2023</b>	52666 Engagement in Organisations	6cps	
		Cross Disciplinary Elective	8cps	
		Elective	6cps	
		2cp subject to make up shortfall	2cps	
	<b>Spring 2023</b>	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	<b>Autumn 2022</b>	54002 Communicating Difference	8cps	
		52663 Strategic Communication Design	6cps	
		52664 Branding and Reputation	6cps	
		Second Major Subject	6cps	
	<b>Spring 2022</b>	52665 Multimodal Storytelling	6cps	
		Cross Disciplinary Elective	8cps	
		Second Major Subject	6cps	
		Second Major Subject	6cps	
Subjects to complete in 2023	<b>Autumn 2023</b>	52666 Engagement in Organisations	6cps	
		Cross Disciplinary Elective	8cps	
		Second Major Subject	6cps	
		2cp subject to make up shortfall	2cps	
	<b>Spring 2023</b>	52667 The Agency	6cps	
		Cross Disciplinary Elective	8cps	
		Second Major Subject	6cps	
		2cp subject to make up shortfall	2cps	

**SPRING COMMENCING 2021**

<b>Already Completed</b>	
54001 Digital Literacies	8cps
54042 Principles of Public Relations	8cps
Second Major Stream subjects	8cps
<b>Total</b>	<b>24cps</b>

For Students not taking a Second Major

<b>Subjects to complete in 2022</b>	<b>Autumn 2022</b>	54000 Citizenship and Communication	8cps	
		52661 Strategic Communication in Society	6cps	
		52664 Branding and Reputation	6cps	
		Second Major Stream Subject	6cps	
	<b>Spring 2022</b>	52665 Multimodal Storytelling	6cps	
		Cross Disciplinary Elective	8cps	
		Elective	6cps	
		6cp subject to make up shortfall	6cps	
<b>Subjects to complete in 2023</b>	<b>Autumn 2023</b>	52663 Strategic Communication Design	6cps	
		52666 Engagement in Organisations	6cps	
		Elective	6cps	
		Elective	6cps	
	<b>Spring 2023</b>	52667 The Agency	6cps	
		Cross Disciplinary Elective	8cps	
		Elective	6cps	
		2cp subject to make up shortfall	2cps	
<b>Subjects to complete in 2024</b>	<b>Autumn 2024</b>	54002 Communicating Difference	8cps	
		Cross Disciplinary Elective	8cps	
		Elective	8cps	

For Students taking a Second Major

Subjects to complete in 2022	Autumn 2022	54000 Citizenship and Communication	8cps	
		52661 Strategic Communication in Society	6cps	
		52664 Branding and Reputation	6cps	
		Second Major Stream Subject	6cps	
	Spring 2022	52665 Multimodal Storytelling	6cps	
		Cross Disciplinary Elective	8cps	
		Second Major Subject	6cps	
		6cp subject to make up shortfall	6cps	
Subjects to complete in 2023				
	Autumn 2023	52663 Strategic Communication Design	6cps	
		52666 Engagement in Organisations	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	
		Cross Disciplinary Elective	8cps	
		Second Major Subject	6cps	