

C10451 BACHELOR OF COMMUNICATION (MEDIA BUSINESS) COLLEGE ARTICULATION - SPRING COMMENCING 2024

Exemptions	Spring	CORE 54000 Citizenship and Communication (8cp Exempt)	MAJOR 21212 People and Organisations (6cp Exempt)	CBK92156 Alternate Electives 52681 Understanding Digital Audiences (6cp Exempt)	CBK92156 Alternate Electives 52661 Strategic Communication in Society (6cp Exempt)
	Autumn	CORE 54001 Digital Literacies (8cp Exempt)	MAJOR 52680 Digital Media Industries (6cp Exempt)	CBK92156 Alternate Electives 52660 Emergent Public Relations (6cp Exempt) OR 52682 Digital Media Metrics (6cp Exempt)	CBK92068 Electives 59720 Academic English: Communication Fundamentals (6cp Exempt)
Year 2	Spring	MAJ09482 Media Business 52703 Media Influence (6cp)	MAJ09482 Media Business 52705 Creative Entrepreneurship (6cp)	CBK92066 Elective (6cp)	CBK92068 Elective (6cp)
	Autumn	MAJ09482 Media Business 52640 Media Law and Ethics (6cp)	MAJ09482 Media Business 25300 Fundamentals of Business Finance (6cp)	CBK92066 Elective (6cp)	CBK92068 Elective (6cp)
Year 3	Spring	MAJ09482 Media Business 52664 Branding and Reputation (6cp)	MAJ09482 Media Business 52708 The Media Business (6cp)	CBK92066 Elective (6cp)	CBK92068 Elective (6cp)
	Autumn	STM91104 Communication Core 54002 Communicating Difference (8cp)	CBK92066 Elective (6cp)	CBK92066 Elective (6cp)	

Total Degree Credit Points required for this course	144cps
Exemptions	52cps
Remaining Degree Credit Points required	92cps (2 years)
List of exemptions	52cps
Core Subjects	
➤ 54000 Citizenship and Communication	8cp
➤ 54001 Digital Literacies	8cp
Major Subjects	
➤ 21212 People and Organisations	6cp
➤ 52680 Digital Media Industries	6cp
Elective Subjects	
➤ CBK92068 Elective * 59720 Academic English: Communication Fundamentals)	6cp
➤ CBK92156: Alternative Electives (Communication) * 52681 Understanding Digital Audiences * 52660 Emergent Public Relations OR 52682 Digital Media Metrics * 52661 Strategic Communication in Society	18cp