

C10363 BACHELOR OF COMMUNICATION (STRATEGIC COMMUNICATION)

UTS COLLEGE ARTICULATION - AUTUMN COMMENCING 2024

Exemptions	Autumn	CORE 54000 Citizenship and Communication (8cp Exempt)	MAJOR 52661 Strategic Communication in Society (6cp Exempt)	CBK92156 Alternate Electives 52680 Digital Media Industries (6cp Exempt)	CBK92156 Alternate Electives 52681 Understanding Digital Audiences (6cp Exempt)
	Spring	CORE 54001 Digital Literacies (8cp Exempt)	MAJOR 52660 Emergent Public Relations (6cp Exempt)	CBK92156 Alternate Electives 52682 Digital Media Metrics (6cp Exempt)	CBK92068 Electives 59720 Academic English: Communication Fundamentals (6cp Exempt)
Year 2	Autumn	STM91104 Communication core 54002 Communicating Difference (8cp)	MAJ09480 Strategic Communication 52663 Strategic Communication Design (6cp)	MAJ09480 Strategic Communication 52664 Branding and Reputation (6cp)	CBK92066 Elective (6cp)
	Spring	MAJ09480 Strategic Communication 52662 Creative Advertising (6cp)	MAJ09480 Strategic Communication 52665 Multimodal Storytelling (6cp)	CBK92066 Elective (6cp)	CBK92068 Elective (6cp)
Year 3	Autumn	MAJ09480 Strategic Communication 52666 Engagement in Organisations (6cp)	CBK92066 Elective (6cp)	CBK92066 Elective (6cp)	CBK92068 Elective (6cp)
	Spring	MAJ09480 Strategic Communication 52667 The Agency (6cp)	CBK92066 Elective (6cp)	CBK92068 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	
➤ 52661 Strategic Communication in Society	6cp
➤ 52660 Emergent Public Relations	6cp
Elective Subjects	
➤ CBK92068 Elective * 59720 Academic English: Communication Fundamentals)	6cp
➤ CBK92156: Alternative Electives (Communication) * 52681 Understanding Digital Audiences * 52582 Digital Media Metrics * 52680 Digital Media Industries	18cp