



UTS COLLEGE ARTICULATION: STUDY PLAN

Bachelor of Communication in Public Relations and Advertising (BCom PRAdvert) (C10363v3): Spring commencing

This is the study plan pathway for students who commenced at UTS College in 2026 and will move to UTS in Spring 2027.

EXEMPTIONS (subject equivalents completed at UTSC in 2026)		BCom PRAdvert YEAR 1 (2027)	BCom PRAdvert YEAR 2 (2028)		BCom PRAdvert YEAR 3 (2029)
		Spring	Autumn	Spring	Autumn
STM92018 Communication Core 52600 Communication and Society (6cp)	CBK92423 Communication Electives 52670 Self and Society (6cp)	STM92032 Public Relations and Advertising Stream 52660 Emergent Media Practices (6cp)	STM92018 Communication Core 52601 Communication and Technology (6cp)	STM92032 Public Relations and Advertising Stream 52665 Multiplatform Storytelling (6cp)	STM92018 Communication Core 52602 Communication and Work Futures (6cp)
STM92032 Public Relations and Advertising Stream 52661 Strategic Communication in Society (6cp)	CBK92423 Communication Electives 52680 Digital Media Industries (6cp)	STM92032 Public Relations and Advertising Stream 52662 Creative Advertising (6cp)	STM92032 Public Relations and Advertising Stream 52663 Strategic Campaign Design (6cp)	STM92032 Public Relations and Advertising Stream 52667 The Agency (6cp) *Requisite waiver required	STM92032 Public Relations and Advertising Stream 52666 Engagement in Organisations (6cp)
CBK92423 Communication Electives 52681 Understanding Digital Audiences (6cp)	CBK92423 Communication Electives 52640 Media Law and Ethics (6cp)	CBK92423 Communication Electives Choose one subject (6cp)	STM92032 Public Relations and Advertising Stream 52664 Branding and Reputation (6cp)	CBK92423 Communication Electives Choose one subject (6cp)	STM92020 Electives Choose one subject (6cp)
CBK92423 Communication Electives 59720 Academic English: Communication Fundamentals (6cp)	CBK92423 Communication Electives 52692 Imagining the Real (6cp)	STM92020 Electives Choose one subject (6cp)	STM92020 Electives Choose one subject (6cp)	STM92020 Electives Choose one subject (6cp)	STM92020 Electives Choose one subject (6cp)

- **Total credit points required for this course:** 144cp
- **Exemptions gained:** 48cp (see details above)
- **Credit points remaining to complete:** 96cp (2 years)

* Requisite waiver

For action: You will need to [submit an eRequest](#) before Spring session 2028 requesting a requisite waiver for **52667 The Agency**.