

C10363 BACHELOR OF COMMUNICATION (STRATEGIC COMMUNICATION) UTS COLLEGE ARTICULATION - AUTUMN COMMENCING 2026

Exemptions	Autumn	STM91104 Communication core 54000 Citizenship and Communication (8cp <i>Exempt</i>)	MAJ09480 Strategic Communication 52661 Strategic Communication in Society (6cp <i>Exempt</i>)	CBK92156 Alternate Electives 52680 Digital Media Industries (6cp <i>Exempt</i>)	CBK92156 Alternate Electives 52681 Understanding Digital Audiences (6cp <i>Exempt</i>)
	Spring	STM91104 Communication core 54001 Digital Literacies (8cp <i>Exempt</i>)	MAJ09480 Strategic Communication 52660 Emergent Public Relations (6cp <i>Exempt</i>)	CBK92156 Alternate Electives 52682 Digital Media Metrics (6cp <i>Exempt</i>)	CBK92068 Electives 59720 Academic English: Communication Fundamentals (6cp <i>Exempt</i>)
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
STM91104 - Core (Communication) Subjects:		
➤ 54000 Citizenship and Communication		8cp
➤ 54001 Digital Literacies		8cp
MAJ09480 Strategic Communication		
➤ 52661 Strategic Communication in Society		6cp
➤ 52660 Emergent Public Relations		6cp
Elective Subjects		
➤ CBK92068 Elective		6cp
* 59720 Academic English: Communication Fundamentals)		
➤ CBK92156: Alternative Electives (Communication)		18cp
* 52681 Understanding Digital Audiences		
* 52582 Digital Media Metrics		
* 52680 Digital Media Industries		