C10363 BACHELOR OF COMMUNICATION (PUBLIC COMMUNICATION) ADVERTISING

SUMMER COMMENCING 2019

Already Completed	
54000 Citizenship and Communication	8cps
54001 Digital Literacies	8cps
54002 Communicating Difference	8cps
54040 The Ecology of Public	9 cms
Communication	8cps
54046 Principles of Advertising	8cps
54047 Advertising Campaign Practice	8cps
54048 Brand Advertising Strategies	8cps
Second Major Stream subjects	16cps
Cross Disciplinary Elective	24cps
Second Major/Electives	16cps
Total	112cps

For Students not taking a Second Major

2022	Autumn 2022	24212 Entrepreneurial Marketing	6cps	
		Elective	8cps	
complete in		2cp subject to make up shortfall	2cps	
Subjects to	Spring 2022	52667 The Agency	6cps	
		Elective	8cps	
Suk		2cp subject to make up shortfall	2cps	

in 2022	Autumn 2022	24212 Entrepreneurial Marketing	6cps
		Second Major Subject	6cps
complete i		6cp subject to make up shortfall	6cps
to co			
Subjects to	Spring 2022	52667 The Agency	6cps
		Second Major Subject	6cps
Suk		2cp subject to make up shortfall	2cps

AUTUMN COMMENCING 2020

Already Completed	
54000 Citizenship and Communication	8cps
54001 Digital Literacies	8cps
54002 Communicating Difference	8cps
54040 The Ecology of Public Communication	8cps
54046 Principles of Advertising	8cps
54047 Advertising Campaign Practice	8cps
54048 Brand Advertising Strategies	8cps
Second Major Stream subjects	16cps
Cross Disciplinary Elective	8cps
Second Major/Electives	16cps
Total	96cps

For Students not taking a Second Major

2	Autumn 2022	24212 Entrepreneurial Marketing	6cps	
e in 2022		Cross Disciplinary Elective	8cps	
		Elective	8cps	
complete		2cp subject to make up shortfall	2cps	
omp				
tocc	Spring 2022	52667 The Agency	6cps	
		Cross Disciplinary Elective	8cps	
Subjects		Elective	8cps	
Š		2cp subject to make up shortfall	2cps	

2	Autumn 2022	24212 Entrepreneurial Marketing	6cps	
2022		Cross Disciplinary Elective	8cps	
.⊑		Second Major Subject	6cps	
complete		6cp subject to make up shortfall	6cps	
mo				
toc	Spring 2022	52667 The Agency	6cps	
cts		Cross Disciplinary Elective	8cps	
Subjects		Second Major Subject	6cps	
Š		2cp subject to make up shortfall	2cps	

SPRING COMMENCING 2020

Already Completed	
54000 Citizenship and Communication	8cps
54001 Digital Literacies	8cps
54040 The Ecology of Public	9 cmc
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
Total	72cps

For Students not taking a Second Major

	Autumn 2022	24212 Entrepreneurial Marketing	6cps	
)22		52663 Strategic Communication		
n 2(Design	6cps	
ste i		Cross Disciplinary Elective	8cps	
n ple		Elective	6cps	
Subjects to complete in 2022				
ls to	Spring 2022	52667 The Agency	6cps	
ject		Cross Disciplinary Elective	8cps	
Suk		Elective	6cps	
		Elective	6cps	
s to ete 23	Autumn 2023	54002 Communicating Difference	8cps	
Subjects to complete in 2023		52660 Emergent Public Relations	6cps	
Subj con in		Elective	6cps	

	Autumn 2022	24212 Entrepreneurial Marketing	6cps	
022		52663 Strategic Communication		
n 2(Design	6cps	
ste i		Cross Disciplinary Elective	8cps	
n ple		Second Major Subject	6cps	
Subjects to complete in 2022				
is to	Spring 2022	52667 The Agency	6cps	
oject		Cross Disciplinary Elective	8cps	
Suk		Second Major Subject	6cps	
		Second Major Subject	6cps	
s to ete 23	Autumn 2023	54002 Communicating Difference	8cps	
Subjects to complete in 2023		52660 Emergent Public Relations	6cps	
Subj com in		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
54046 Principles of Advertising	8cps
Second Major Stream subjects	16cps
Total	72cps

For Students not taking a Second Major

ء.	Autumn 2022	52663 Strategic Communication Design	6cps	
complete		52660 Emergent Public Relations	6cps	
ld m		Elective	6cps	
to co				
cts t	Spring 2022	52664 Branding and Reputation	6cps	
Subjects		Elective	6cps	
Su		Elective	6cps	
2023	Autumn 2023	24212 Entrepreneurial Marketing	6cps	
in 20		Cross Disciplinary Elective	8cps	
		Elective	6cps	
complete		2cp subject to make up shortfall	2cps	
ts to	Spring 2023	52667 The Agency	6cps	
Subjects		Elective	6cps	
Su		2cp subject to make up shortfall	2cps	

₽.	Autumn 2022	52663 Strategic Communication Design	6cps
		52660 Emergent Public Relations	6cps
complete		Second Major Subject	6cps
to co			
	Spring 2022	52664 Branding and Reputation	6cps
Subjects		Second Major Subject	6cps
S		Second Major Subject	6cps
2023	Autumn 2023	24212 Entrepreneurial Marketing	6cps
in 20		Cross Disciplinary Elective	8cps
		Second Major Subject	6cps
complete		2cp subject to make up shortfall	2cps
ts to	Spring 2023	52667 The Agency	6cps
Subjects		Second Major Subject	6cps
Sul		2cp subject to make up shortfall	2cps

AUTUMN COMMENCING 2021

Already Completed		
54000 Citizenship and Communication	8cps	
54001 Digital Literacies	8cps	
54040 The Ecology of Public	logy of Public	
Communication	8cps	
54046 Principles of Advertising	8cps	
Second Major Stream subjects	16cps	
Total	48cps	

Subjects to complete in 2022	Autumn 2022	54002 Communicating Difference	8cps	
		52663 Strategic Communication		
		Design	6cps	
ie i		52660 Emergent Public Relations	6cps	
l ldu		Elective	6cps	
co				
is to	Spring 2022	52664 Branding and Reputation	6cps	
) ject		Cross Disciplinary Elective	8cps	
Suk		Elective	6cps	
		Elective	6cps	
<u> </u>	Autumn 2023	24212 Entrepreneurial Marketing	6cps	
202		Cross Disciplinary Elective	8cps	
. <u>⊆</u>		Elective	6cps	
oletc		2cp subject to make up shortfall	2cps	
Subjects to complete in 2023				
	Spring 2023	52667 The Agency	6cps	
		Cross Disciplinary Elective	8cps	
		Elective	6cps	
		2cp subject to make up shortfall	2cps	

Subjects to complete in 2022	Autumn 2022	54002 Communicating Difference	8cps
		52663 Strategic Communication	
		Design	6cps
i e i		52660 Emergent Public Relations	6cps
) Jdu		Second Major Subject	6cps
cor			
is to	Spring 2022	52664 Branding and Reputation	6cps
oject		Cross Disciplinary Elective	8cps
Suk		Second Major Subject	6cps
		Second Major Subject	6cps
	Autumn 2023	24212 Entrepreneurial Marketing	6cps
202		Cross Disciplinary Elective	8cps
. <u>=</u>		Second Major Subject	6cps
pleto		2cp subject to make up shortfall	2cps
lw o			
to c	Spring 2023	52667 The Agency	6cps
Subjects to complete in 2023		Cross Disciplinary Elective	8cps
		Second Major Subject	6cps
		2cp subject to make up shortfall	2cps

SPRING COMMENCING 2021

Already Completed	
54001 Digital Literacies	8cps
54046 Principles of Advertising	8cps
Second Major Stream subjects	8cps
Total	24cps

Subjects to complete in 2022	Autumn 2022	54000 Citizenship and	
		Communication	8cps
		52663 Strategic Communication	
		Design	6cps
lete		52660 Emergent Public Relations	6cps
d wo		Second Major Stream Subject	6cps
50			
cts	Spring 2022	52664 Branding and Reputation	6cps
ubje		Cross Disciplinary Elective	8cps
Š		Elective	6cps
		6cp subject to make up shortfall	6cps
	Autumn 2023	24212 Entrepreneurial Marketing	6cps
)23		52663 Strategic Communication	
n 20		Design	6cps
ie i		Elective	6cps
nple		Elective	6cps
CO			
s to	Spring 2023	52667 The Agency	6cps
Subjects to complete in 2023		Cross Disciplinary Elective	8cps
		Elective	6cps
		2cp subject to make up shortfall	2cps
s to	Autumn 2024	54002 Communicating Difference	8cps
Subjects to complete in 2024		Elective	6cps
Subj con in		Cross Disciplinary Elective	8cps

		•	
Subjects to complete in 2022	Autumn 2022	54000 Citizenship and	
	Autumn 2022	Communication	8cps
		52663 Strategic Communication	
		Design	6cps
		52660 Emergent Public Relations	6cps
		Second Major Stream Subject	6cps
9			
octs (Spring 2022	52664 Branding and Reputation	6cps
ubje		Cross Disciplinary Elective	8cps
Ñ		Second Major Subject	6cps
		6cp subject to make up shortfall	6cps
	Autumn 2023	24212 Entrepreneurial Marketing	6cps
23		52663 Strategic Communication	
n 20		Design	6cps
ie i		Second Major Subject	6cps
) du		Second Major Subject	6cps
co			
s to	Spring 2023	52667 The Agency	6cps
Subjects to complete in 2023		Cross Disciplinary Elective	8cps
		Second Major Subject	6cps
		2cp subject to make up shortfall	2cps
s to	Autumn 2024	54002 Communicating Difference	8cps
Subjects to complete in 2024		Second Major Subject	6cps
Subj con in		Cross Disciplinary Elective	8cps