

**C10363 BACHELOR OF COMMUNICATION (PUBLIC COMMUNICATION) ADVERTISING  
BACHELOR OF CREATIVE INTELLIGENCE AND INNOVATION**

**AUTUMN COMMENCING 2020**

<b>Already Completed</b>	
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
81511 Problems to Possibilities	8cps
81512 Creative Practice and Methods	8cps
81513 Past, Present, Future of Innovation	8cps
Second Major Stream subjects	16cps
Cross Disciplinary Elective	8cps
Second Major/Electives	16cps
<b>Total</b>	<b>120cps</b>

For Students not taking a Second Major

<b>Subjects to complete in 2022</b>	<b>February Session 2022</b>	81514 Creativity and Complexity	8cps	
	<b>Autumn 2022</b>	24212 Entrepreneurial Marketing	6cps	
		Cross Disciplinary Elective	8cps	
		Elective	8cps	
		2cp subject to make up shortfall	2cps	
	<b>July Session 2022</b>	81515 Leading Innovation	8cps	
	<b>Spring 2022</b>	52667 The Agency	6cps	
		Cross Disciplinary Elective	8cps	
		Elective	8cps	
		2cp subject to make up shortfall	2cps	
	<b>Summer Session 2022</b>	81516 Initiatives and Entrepreneurship	8cps	
81522 Innovation Internship A		6cps		
<b>Subjects to complete in 2023</b>	<b>Autumn 2023</b>	81531 Industry Innovation Project	12cps	
		Select 6 credit points from the following:	6cps	
		81521 Envisioning Futures		6cps
		81528 New Knowledge-making Lab		6cps
	<b>Spring 2023</b>	81524 Transdisciplinary Practice at the Cutting Edge	6cps	
		81532 Creative Intelligence Capstone	12cps	
		Select 6 credit points from the following:	6cps	
		81525 Innovation Internship B		6cps
		81523 Speculative Start-up		6cps
	81541 Research Proposal		6cps	

For Students taking a Second Major

Subjects to complete in 2022	February Session 2022	81514 Creativity and Complexity	8cps	
	Autumn 2022	24212 Entrepreneurial Marketing	6cps	
		Cross Disciplinary Elective	8cps	
		Second Major Subject	6cps	
		6cp subject to make up shortfall	6cps	
	July Session 2022	81515 Leading Innovation	8cps	
	Spring 2022	52667 The Agency	6cps	
		Cross Disciplinary Elective	8cps	
		Second Major Subject	6cps	
		2cp subject to make up shortfall	2cps	
	Summer Session 2022	81516 Initiatives and Entrepreneurship	8cps	
	81522 Innovation Internship A	6cps		
Subjects to complete in 2023	Autumn 2023	81531 Industry Innovation Project	12cps	
		Select 6 credit points from the following:	6cps	
		81521 Envisioning Futures		6cps
		81528 New Knowledge-making Lab		6cps
	Spring 2023	81524 Transdisciplinary Practice at the Cutting Edge	6cps	
		81532 Creative Intelligence Capstone	12cps	
		Select 6 credit points from the following:	6cps	
		81525 Innovation Internship B		6cps
		81523 Speculative Start-up		6cps
		81541 Research Proposal		6cps

## AUTUMN COMMENCING 2021

<b>Already Completed</b>	
54000 Citizenship and Communication	8cps
54001 Digital Literacies	8cps
54040 The Ecology of Public Communication	8cps
54046 Principles of Advertising	8cps
81511 Problems to Possibilities	8cps
81512 Creative Practice and Methods	8cps
Second Major Stream subjects	16cps
<b>Total</b>	<b>64cps</b>

For Students not taking a Second Major

Subjects to complete in 2022	<b>Autumn 2022</b>	54002 Communicating Difference	8cps	
		52663 Strategic Communication Design	6cps	
		52660 Emergent Public Relations	6cps	
		Elective	6cps	
	<b>July Session 2022</b>	81513 Past, Present, Future of Innovation	8cps	
	<b>Spring 2022</b>	52664 Branding and Reputation	6cps	
		Cross Disciplinary Elective	8cps	
		Elective	6cps	
	Elective	6cps		
Subjects to complete in 2023	<b>February Session 2023</b>	81514 Creativity and Complexity	8cps	
	<b>Autumn 2023</b>	24212 Entrepreneurial Marketing	6cps	
		Cross Disciplinary Elective	8cps	
		Elective	6cps	
		2cp subject to make up shortfall	2cps	
	<b>July Session 2023</b>	81515 Leading Innovation	8cps	
	<b>Spring 2023</b>	52667 The Agency	6cps	
		Cross Disciplinary Elective	8cps	
		Elective	6cps	
		2cp subject to make up shortfall	2cps	
Subjects to complete in 2024	<b>Autumn 2024</b>	81531 Industry Innovation Project	12cps	
		Select 6 credit points from the following:	6cps	
		81521 Envisioning Futures		6cps
		81528 New Knowledge-making Lab		6cps
	<b>Spring 2024</b>	81524 Transdisciplinary Practice at the Cutting Edge	6cps	
		81532 Creative Intelligence Capstone	12cps	
		Select 6 credit points from the following:	6cps	
		81525 Innovation Internship B		6cps
		81523 Speculative Start-up		6cps
	81541 Research Proposal		6cps	

For Students taking a Second Major

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		52663 Strategic Communication Design	6cps	
		52660 Emergent Public Relations	6cps	
		Second Major Subject	6cps	
	July Session 2022	81513 Past, Present, Future of Innovation	8cps	
	Spring 2022	52664 Branding and Reputation	6cps	
		Cross Disciplinary Elective	8cps	
		Second Major Subject	6cps	
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	Autumn 2023	24212 Entrepreneurial Marketing	6cps	
		Cross Disciplinary Elective	8cps	
		Second Major Subject	6cps	
		2cp subject to make up shortfall	2cps	
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		81532 Creative Intelligence Capstone	12cps	
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		81525 Innovation Internship B		6cps
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	81541 Research Proposal		6cps	