

**C10367 BACHELOR OF COMMUNICATION (PUBLIC COMMUNICATION) ADVERTISING
BACHELOR OF ARTS IN INTERNATIONAL STUDIES**

AUTUMN COMMENCING 2018

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
97601 German Language and Culture 1	8cps
97602 German Language and Culture 2	8cps
97603 German Language and Culture 3	8cps
97604 German Language and Culture 4	8cps
976001 Foundations in International Studies	8cps
976421 Contemporary Germany	8cps
977420 In-country Study and Fieldwork Project 1: Germany	24cps
978420 In-country Study and Fieldwork Project 2: Germany	24cps
Second Major Stream subjects	16cps
Second Major/Electives	16cps
Cross-disciplinary electives	8cps
Total	192cps

Subjects to complete in 2022	Autumn 2022	24212 Entrepreneurial Marketing	6cps	
		Cross-disciplinary electives	8cps	
		Select 6 credit points from the following:	6cps	
		CBK91136 Second major		48cps
		CBK91119 Electives		32cps
		6cp subject to make up shortfall	6cps	
	Spring 2022	52667 The Agency	6cps	
		Cross-disciplinary electives	8cps	
		Select 6 credit points from the following:	6cps	
		CBK91136 Second major		48cps
		CBK91119 Electives		32cps
		2cp subject to make up shortfall	2cps	

AUTUMN COMMENCING 2019

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
97601 German Language and Culture 1	8cps
97602 German Language and Culture 2	8cps
97603 German Language and Culture 3	8cps
97604 German Language and Culture 4	8cps
976001 Foundations in International Studies	8cps
976421 Contemporary Germany	8cps
Second Major Stream subjects	16cps
Second Major/Electives	16cps
Cross-disciplinary electives	8cps
Total	144cps

Subjects to complete in 2022	Autumn 2022	977420 In-country Study and Fieldwork Project 1: Germany	24cps	
	Spring 2022	978420 In-country Study and Fieldwork Project 2: Germany	24cps	
Subjects to complete in 2023	Autumn 2023	24212 Entrepreneurial Marketing	6cps	
		Cross-disciplinary electives	8cps	
		Select 6 credit points from the following:	6cps	
		CBK91136 Second major		48cps
		CBK91119 Electives		32cps
		6cp subject to make up shortfall	6cps	
	Spring 2023	52667 The Agency	6cps	
		Cross-disciplinary electives	8cps	
		Select 6 credit points from the following:	6cps	
		CBK91136 Second major		48cps
		CBK91119 Electives		32cps
		2cp subject to make up shortfall	2cps	

AUTUMN COMMENCING 2020

Already Completed	
54000 Citizenship and Communication	8cps
54001 Digital Literacies	8cps
54040 The Ecology of Public Communication	8cps
54046 Principles of Advertising	8cps
54047 Advertising Campaign Practice	8cps
54048 Brand Advertising Strategies	8cps
97601 German Language and Culture 1	8cps
97602 German Language and Culture 2	8cps
976001 Foundations in International Studies	8cps
Second Major Stream subjects	16cps
Cross-disciplinary electives	8cps
Total	96cps

Subjects to complete in 2022	Autumn 2022	54002 Communicating Difference	8cps	
		97603 German Language and Culture 3	8cps	
		Select 6 credit points from the following:	6cps	
		CBK91136 Second major		48cps
		CBK91119 Electives		32cps
	Spring 2022	976421 Contemporary Germany	8cps	
		97604 German Language and Culture 4	8cps	
		Select 6 credit points from the following:	6cps	
		CBK91136 Second major		48cps
		CBK91119 Electives		32cps
Subjects to complete in 2023	Autumn 2023	977420 In-country Study and Fieldwork Project 1: Germany	24cps	
	Spring 2023	978420 In-country Study and Fieldwork Project 2: Germany	24cps	
Subjects to complete in 2024	Autumn 2024	24212 Entrepreneurial Marketing	6cps	
		Cross-disciplinary electives	8cps	
		Select 6 credit points from the following:	6cps	
		CBK91136 Second major		48cps
		CBK91119 Electives		32cps
		6cp subject to make up shortfall	6cps	
	Spring 2024	52667 The Agency	6cps	
		Cross-disciplinary electives	8cps	
		Select 6 credit points from the following:	6cps	
		CBK91136 Second major		48cps
		CBK91119 Electives		32cps
		6cp subject to make up shortfall	6cps	

AUTUMN COMMENCING 2021

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

Subjects to complete in 2022	Autumn 2022	52663 Strategic Communication Design	6cps	
		97601 German Language and Culture 1	8cps	
		976001 Foundations in International Studies	8cps	
		2cp subject to make up shortfall in major	2cps	
	Spring 2022	52664 Branding and Reputation	6cps	
		97602 German Language and Culture 2	8cps	
		Cross-disciplinary electives	8cps	
Subjects to complete in 2023	Autumn 2023	54002 Communicating Difference	8cps	
		97603 German Language and Culture 3	8cps	
		Select 6 credit points from the following:	6cps	
		CBK91136 Second major		48cps
		CBK91119 Electives		32cps
	Spring 2023	976421 Contemporary Germany	8cps	
		97604 German Language and Culture 4	8cps	
		Select 6 credit points from the following:	6cps	
		CBK91136 Second major		48cps
		CBK91119 Electives		32cps
		2cp subject to make up shortfall in major	2cps	
Subjects to complete in 2024	Autumn 2024	977420 In-country Study and Fieldwork Project 1: Germany	24cps	
	Spring 2024	978420 In-country Study and Fieldwork Project 2: Germany	24cps	
Subjects to complete in 2025	Autumn 2025	24212 Entrepreneurial Marketing	6cps	
		52660 Emergent Public Relations	6cps	
		Cross-disciplinary electives	8cps	
		Select 6 credit points from the following:	6cps	
		CBK91136 Second major		48cps
		CBK91119 Electives		32cps
	Spring 2025	52667 The Agency	6cps	
		Cross-disciplinary electives	8cps	
		Select 6 credit points from the following:	6cps	
		CBK91136 Second major		48cps
		CBK91119 Electives		32cps
		6cp subject to make up shortfall	6cps	

