

C10451 BACHELOR OF COMMUNICATION (MEDIA BUSINESS)

UTS COLLEGE ARTICULATION - SPRING COMMENCING 2023

| Exemptions | Spring | CORE 54000 Citizenship and Communication (<i>EXEMPT</i>) | Elective 52661 Strategic Communication in Society (<i>EXEMPT</i>) | Elective 52681 Understanding Digital Audiences (<i>EXEMPT</i>) | Elective 52682 Digital Media Metrics (<i>EXEMPT</i>) |
|------------|--------|---|---|---|--|
| | Autumn | CORE 54001 Digital Literacies (<i>EXEMPT</i>) | Elective 52660 Emergent Public Relations (<i>EXEMPT</i>) | Elective 59721 Academic English: Communication Fundamentals (<i>EXEMPT</i>) | |
| Year 2 | Spring | MAJ09482 Media Business 21212 People and Organisations | MAJ09482 Media Business 52703 Media Influence | CBK92066 Elective 6cp | CBK92067 Elective 8cp |
| | Autumn | STM91104 Core 54002 Communicating Difference | MAJ09482 Media Business 52640 Media Law and Ethics | MAJ09482 Media Business 52680 Digital Media Industries | CBK92066 Elective 6cp |
| Year 3 | Spring | MAJ09482 Media Business 52705 Creative Entrepreneurship | MAJ09482 Media Business 52664 Branding and Reputation | CBK92066 Elective 6cp | CBK92066 Elective 6cp |
| | Autumn | MAJ09482 Media Business 25300 Fundamentals of Business Finance | MAJ09482 Media Business 52708 The Media Business | CBK92067 Elective 8cp | |

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| Total Degree Credit Points required for this course | 144cps |
| Exemptions | 48cps |
| Remaining Degree Credit Points required | 96cps (2 years) |
| List of exemptions | 48cps |
| Core Subjects | |
| ➤ 54000 Citizenship and Communication | 8cp |
| ➤ 54001 Digital Literacies | 8cp |
| Elective Subjects | |
| ➤ CBK92067: Elective (59721 Academic English: Communication Fundamentals) | 8cp |
| ➤ CBK92156: Alternative Electives (Communication) | 18cp |
| ➤ CBK92066: Elective | 6cp |