

C10363 BACHELOR OF COMMUNICATION (STRATEGIC COMMUNICATION)

UTS COLLEGE ARTICULATION - AUTUMN COMMENCING 2023

Exemptions	Autumn	CORE 54000 Citizenship and Communication (<i>EXEMPT</i>)	Major 52661 Strategic Communication in Society (<i>EXEMPT</i>)	Elective 52681 Understanding Digital Audiences (<i>EXEMPT</i>)	Elective 52682 Digital Media Metrics (<i>EXEMPT</i>)
	Spring	CORE 54001 Digital Literacies (<i>EXEMPT</i>)	Major 52660 Emergent Public Relations (<i>EXEMPT</i>)	Elective 59721 Academic English: Communication Fundamentals (<i>EXEMPT</i>)	
Year 2	Autumn	STM91104 Core 54002 Communicating Difference	MAJ09480 Strategic Communication 52663 Strategic Communication Design	MAJ09480 Strategic Communication 52664 Branding and Reputation	CBK92066 Elective 6cp
	Spring	CBK92066 Elective 6cp	MAJ09480 Strategic Communication 52662 Creative Advertising	MAJ09480 Strategic Communication 52665 Multimodal Storytelling	CBK92066 Elective 6cp
Year 3	Autumn	CBK92067 Elective 8cp	MAJ09480 Strategic Communication 52666 Engagement in Organisations	CBK92066 Elective 6cp	CBK92066 Elective 6cp
	Spring	CBK92067 Elective 8cp	MAJ09480 Strategic Communication 52667 The Agency	CBK92066 Elective 6cp	

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
Major Subjects	
➤ 52660 Emergent Public Relations	6cp
➤ 52661 Strategic Communication in Practice	6cp
Elective Subjects	
➤ CBK92067: Elective (59721 Academic English: Communication Fundamentals)	8cp
➤ CBK92156: Alternative Electives (Communication)	12cp