

## C10363 BACHELOR OF COMMUNICATION (STRATEGIC COMMUNICATION)

## **UTS COLLEGE ARTICULATION - AUTUMN COMMENCING 2023**

Exemptions	Autumn	CORE 54000 Citizenship and Communication (EXEMPT)	Major 52661 Strategic Communication in Society ( <i>EXEMPT</i> )	Elective 52681 Understanding Digital Audiences (EXEMPT)	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 (EXEMPT)	
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         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       6cp         ▶ 52660 Emergent Public Relations       6cp         ▶ 52661 Strategic Communication in Practice       6cp         Elective Subjects       8cp         CBK92067: Elective (59721 Academic English: Communication Fundamentals)       8cp					
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       8cp         ▶ CBK92067: Elective       8cp	To	tal Degree Credit Points required for this course	144cps		
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       8cp         ▶ CBK92067: Elective       8cp	Ex	emptions	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       8cp	Re	maining Degree Credit Points required	96cps (2 years)		
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       8cp					
▶ 54000 Citizenship and Communication       8cp         ▶ 54001 Digital Literacies       8cp         Major Subjects       52660 Emergent Public Relations       6cp         ▶ 52661 Strategic Communication in Practice       6cp         Elective Subjects       8cp         ▶ CBK92067: Elective       8cp		•	48cps		
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▶ 52661 Strategic Communication in Practice 6cp   Elective Subjects 8cp	Ма	ijor Subjects			
Elective Subjects  ➤ CBK92067: Elective 8cp	>	52660 Emergent Public Relations	6ср		
CBK92067: Elective 8cp	>	52661 Strategic Communication in Practice	6ср		
	Elective Subjects				
(59721 Academic English: Communication Fundamentals)	>	CBK92067: Elective	8cp		
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CBK92156: Alternative Electives (Communication) 12cp	>	CBK92156: Alternative Electives (Communication)	12cp		

UTS CRICOS PROVIDER CODE 00099F