

## C10363 BACHELOR OF COMMUNICATION (STRATEGIC COMMUNICATION)

### UTS COLLEGE ARTICULATION - AUTUMN COMMENCING 2025

<b>Exemptions</b>	<b>Autumn</b>	<b>CORE</b> 54000 Citizenship and Communication (8cp <i>Exempt</i> )	<b>MAJOR</b> 52661 Strategic Communication in Society (6cp <i>Exempt</i> )	<b>CBK92156 Alternate Electives</b> 52680 Digital Media Industries (6cp <i>Exempt</i> )	<b>CBK92156 Alternate Electives</b> 52681 Understanding Digital Audiences (6cp <i>Exempt</i> )
	<b>Spring</b>	<b>CORE</b> 54001 Digital Literacies (8cp <i>Exempt</i> )	<b>MAJOR</b> 52660 Emergent Public Relations (6cp <i>Exempt</i> )	<b>CBK92156 Alternate Electives</b> 52682 Digital Media Metrics (6cp <i>Exempt</i> )	<b>CBK92068 Electives</b> 59720 Academic English: Communication Fundamentals (6cp <i>Exempt</i> )
<b>Year 2</b>	<b>Autumn</b>	<b>STM91104 Communication core</b> 54002 Communicating Difference (8cp)	<b>MAJ09480 Strategic Communication</b> 52663 Strategic Communication Design (6cp)	<b>MAJ09480 Strategic Communication</b> 52664 Branding and Reputation (6cp)	<b>CBK92066</b> Elective (6cp)
	<b>Spring</b>	<b>MAJ09480 Strategic Communication</b> 52662 Creative Advertising (6cp)	<b>MAJ09480 Strategic Communication</b> 52665 Multimodal Storytelling (6cp)	<b>CBK92066</b> Elective (6cp)	<b>CBK92068</b> Elective (6cp)
<b>Year 3</b>	<b>Autumn</b>	<b>MAJ09480 Strategic Communication</b> 52666 Engagement in Organisations (6cp)	<b>CBK92066</b> Elective (6cp)	<b>CBK92066</b> Elective (6cp)	<b>CBK92068</b> Elective (6cp)
	<b>Spring</b>	<b>MAJ09480 Strategic Communication</b> 52667 The Agency (6cp)	<b>CBK92066</b> Elective (6cp)	<b>CBK92068</b> Elective (6cp)	

<b>Total Degree Credit Points required for this course</b>	<b>144cps</b>
<b>Exemptions</b>	<b>52cps</b>
<b>Remaining Degree Credit Points required</b>	<b>92cps (2 years)</b>
<b>List of exemptions</b>	<b>52cps</b>
<b>Core Subjects</b>	
➤ 54000 Citizenship and Communication	8cp
➤ 54001 Digital Literacies	8cp
<b>Major Subjects</b>	
➤ 52661 Strategic Communication in Society	6cp
➤ 52660 Emergent Public Relations	6cp
<b>Elective Subjects</b>	
➤ CBK92068 Elective * 59720 Academic English: Communication Fundamentals)	6cp
➤ CBK92156: Alternative Electives (Communication) * 52681 Understanding Digital Audiences * 52582 Digital Media Metrics * 52680 Digital Media Industries	18cp