BMCFP



Bachelor of Media and Communication

Study Plan

The following Study Plans are available within this document:

Semester 1 Commencing – BMCFP – Specialisation: Public Relations and Corporate Communication Semester 2 Commencing – BMCFP – Specialisation: Public Relations and Corporate Communication Semester 1 Commencing – BMCFP - Specialisation: Social Media and Digital Content Semester 2 Commencing – BMCFP - Specialisation: Social Media and Digital Content

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- Enrolment assistance is available via Ask Flinders
- ** indicates that Pre-requisites apply



Specialisation: Public Relations and Corporate Communication

Semester 1 Commencing - Full-Time Study Load

			COMS1006		BUSN1022
	_	CRWR1001	Digital Communication	COMS1001	Marketing Principles in the
	Semester 1	Writing Across Genres	Fundamentals	Academic and	Digital Era
	st		1 undamentals	Professional	Digital Ela
	Ĕ			Communication	
-	Se			(SU, S1, S2)	
First Level					
st L		COMS1004	VEED1003	Select one: SCME1001	INDG1000
ᇤ	2	Digital and Social Media	Essential Multimedia Design	Media and Society (S2)	Indigenous Studies: An Introduction
	Semester		(S1, S2)	Or	Inti Oddolon
	Jes		(31, 32)	SCME1060 (S1)	
	en			Screen Production	
	0,			Techniques A	
	_	TOUR1101	COMS2005	LING2103	SOCI2025
	Semester 1	Introduction to Events and Tourism	Al for Workplace Communication	Discourse and Media	Using Social Science
_	es	Tourisiii	Communication		Data
) Se	em				
Second Level	S				
ouc	2	BUSN2033	COMS2000	PHIL2601	CRWR2001
Ö	er ;	Branding and Advertising	Crisis Communication	Ethics for Professionals	Editing and the Industry
S	Semester 2				
	Ě				
	Š				
		COMS3004	LING3105	CREA3122	COMS3000
	Semester 1	Strategic Communication	Intercultural	Cultural Leadership	Workplace Experience in
	ste	and Public Relations	Communication	Cultural Leadership	Communication
	me				(Non Semester 1, Non
evel	Se				Semester 2)
		COMS3005	CREA3456	BUSN3052	Select one:
L L		Business Communication	Cultural Policy and the	Building leaders of the	COMS3002
Third Level	ý.		Arts	Future	Student Led Agency A
	Semester 2				(S1)
	nes				Or COMPOSE
	en				COMS3003
	0)				Student Led Agency B (S2)
					(02)

Key:

Core Topics
Specialisation
Option

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Specialisation: Public Relations and Corporate Communication

Semester 2 Commencing – Full-Time Study Load

		COMS1004	VEED1003	001104004	INDG1000
First Level	Semester 2	Digital and Social Media	Essential Multimedia Design (S1, S2)	COMS1001 Academic and Professional Communication (SU, S1, S2)	Indigenous Studies: An Introduction
	Semester 1	CRWR1001 Writing Across Genres	COMS1006 Digital Communication Fundamentals	Select one: SCME1001 Media and Society (S2) Or SCME1060 (S1) Screen Production Techniques A	BUSN1022 Marketing Principles in the Digital Era
Second Level	Semester 2	BUSN2033 Branding and Advertising	COMS2000 Crisis Communication	PHIL2601 Ethics for Professionals	CRWR2001 Editing and the Industry
Second	Semester 1	TOUR1101 Introduction to Events and Tourism	COMS2005 Al for Workplace Communication	LING2103 Discourse and Media	SOCI2025 Using Social Science Data
Third Level	Semester 2	COMS3005 Business Communication	CREA3456 Cultural Policy and the Arts	BUSN3052 Building leaders of the Future	Select one: COMS3002 Student Led Agency A (S1) Or COMS3003 Student Led Agency B (S2)
	Semester 1	COMS3004 Strategic Communication and Public Relations	LING3105 Intercultural Communication	CREA3122 Cultural Leadership	COMS3000 Workplace Experience in Communication (Non Semester 1, Non Semester 2)

Key:

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Core Topics				
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Option				

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Specialisation: Social Media and Digital Content

Semester 1 Commencing - Full-Time Study Load

First Level	Semester 1	CRWR1001 Writing Across Genres	COMS1006 Digital Communication Fundamentals	COMS1001 Academic and Professional Communication (SU, S1, S2)	BUSN1022 Marketing Principles in the Digital Era
	Semester 2	COMS1004 Digital and Social Media	VEED1003 Essential Multimedia Design (S1, S2)	Select one: SCME1001 Media and Society (S2) Or SCME1060 (S1) Screen Production Techniques A	INDG1000 Indigenous Studies: An Introduction
l Level	Semester 1	COMS2004 Emerging Communication Technologies	VEED2004 Introduction to Digital Graphic Design	COMS2001 Cross-platform Content Creation and Storytelling	COMS2005 Al for Workplace Communication
Second Level	Semester 2	BUSN2048 Social Media Marketing	VEED2201 Interaction Design	CRWR2001 Editing and the Industry	PHIL2601 Ethics for Professionals
Third Level	Semester 1	BUSN3027 Digital Marketing and Analysis	COMS3002 Student Led Agency A	CREA3407 Entrepreneurship in Creative Industries	Select one: COMS3000 Workplace Experience in Communication (NS1, NS2) Or CREA3122 Cultural Leadership (S1) or CREA3456 Cultural Policy and the Arts (S2)
	Semester 2	CREA3013 Professional Branding	COMS3003 Student Led Agency B	BUSN3052 Building Leaders of the Future	COMS3001 e-Portfolio

Key:

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Specialisation	
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Specialisation: Social Media and Digital Content

Semester 2 Commencing – Full-Time Study Load

		001104004	V/5504000		INID 0 4000
First Level	Semester 2	COMS1004 Digital and Social Media	VEED1003 Essential Multimedia Design (S1, S2)	COMS1001 Academic and Professional Communication (SU, S1, S2)	INDG1000 Indigenous Studies: An Introduction
	Semester 1	CRWR1001 Writing Across Genres	COMS1006 Digital Communication Fundamentals	Select one: SCME1001 Media and Society (S2) Or SCME1060 (S1) Screen Production Techniques A	BUSN1022 Marketing Principles in the Digital Era
d Level	Semester 2	BUSN2048 Social Media Marketing	VEED2201 Interaction Design	CRWR2001 Editing and the Industry	PHIL2601 Ethics for Professionals
Second Level	Semester 1	COMS2004 Emerging Communication Technologies	VEED2004 Introduction to Digital Graphic Design	COMS2001 Cross-platform Content Creation and Storytelling	COMS2005 Al for Workplace Communication
	Semester 2	CREA3013 Professional Branding	COMS3003 Student Led Agency B	BUSN3052 Building Leaders of the Future	COMS3001 e-Portfolio
Third Level	Semester 1	BUSN3027 Digital Marketing and Analysis	COMS3002 Student Led Agency A	CREA3407 Entrepreneurship in Creative Industries	Select one: COMS3000 Workplace Experience in Communication (NS1, NS2) Or CREA3122 Cultural Leadership (S1) or CREA3456 Cultural Policy and the Arts (S2)

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