

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](#)

Please note:

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- Topic information for all topics, including pre-requisites can be found on the [Topic Page](#)
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- ** indicates that Pre-requisites apply

BMC FP
Bachelor of Media and Communication
Study Plan



Specialisation: Public Relations and Corporate Communication

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
Second Level	Semester 1	TOUR1101 Introduction to Events and Tourism	COMS2005 AI for Workplace Communication	LING2103 Discourse and Media	SOCI2025 Using Social Science Data
	Semester 2	BUSN2033 Branding and Advertising	COMS2000 Crisis Communication	PHIL2601 Ethics for Professionals	CRWR2001 Editing and the Industry
Third Level	Semester 1	COMS3004 Strategic Communication and Public Relations	LING3105 Intercultural Communication	CREA3005 Festivals (Non-Semester 1)	COMS3000 Workplace Experience in Communication (Non Semester 1, Non Semester 2)
	Semester 2	COMS3005 Business Communication	CREA2003 Narrative and Storytelling	BUSN3052 Building leaders of the Future	Select one: COMS3002 Student Led Agency A (S1) Or COMS3003 Student Led Agency B (S2)

Key:

Core Topics
Specialisation
Option

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Specialisation: Public Relations and Corporate Communication



Semester 2 Commencing – Full-Time Study Load

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
Second Level	Semester 2	BUSN2033 Branding and Advertising	COMS2000 Crisis Communication	PHIL2601 Ethics for Professionals	CRWR2001 Editing and the Industry
	Semester 1	TOUR1101 Introduction to Events and Tourism	COMS2005 AI for Workplace Communication	LING2103 Discourse and Media	SOCI2025 Using Social Science Data
Third Level	Semester 2	COMS3005 Business Communication	CREA2003 Narrative and Storytelling	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	CREA3005 Festivals (Non-Semester 1)	COMS3000 Workplace Experience in Communication (Non Semester 1, Non Semester 2)

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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
Second Level	Semester 1	COMS2004 Emerging Communication Technologies	VEED2004 Introduction to Digital Graphic Design	COMS2001 Cross-platform Content Creation and Storytelling	COMS2005 AI for Workplace Communication
	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) CREA2003 Narrative Storytelling (S2) CREA3005 Festivals (NS1)
	Semester 2	CREA3013 Professional Branding	COMS3003 Student Led Agency B	BUSN3052 Building Leaders of the Future	COMS3001 e-Portfolio

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Specialisation: Social Media and Digital Content

Semester 2 Commencing – Full-Time Study Load

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
Second Level	Semester 2	BUSN2048 Social Media Marketing	VEED2201 Interaction Design	CRWR2001 Editing and the Industry	PHIL2601 Ethics for Professionals
	Semester 1	COMS2004 Emerging Communication Technologies	VEED2004 Introduction to Digital Graphic Design	COMS2001 Cross-platform Content Creation and Storytelling	COMS2005 AI for Workplace Communication
Third Level	Semester 2	CREA3013 Professional Branding	COMS3003 Student Led Agency B	BUSN3052 Building Leaders of the Future	COMS3001 e-Portfolio
	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) CREA2003 Narrative Storytelling (S2) CREA3005 Festivals (NS1)

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