

BMCFP
Bachelor of Media and Communication
Study Planner City Campus



Humanities, Arts and Social Sciences

First Level	Semester 1	COMS1001 Academic and Professional Communication	CREA1001 Introduction to Creative Arts	BUSN1022 Marketing Principles	Select one of: INNO1001 Innovation and Creative Thinking SCME1060 Screen Production Techniques A
	Semester 2	VEED1003 Essential Multimedia	COMS1004 Digital and Social Media	SCME1001 Media and Society	Select one of: INDG1000 Indigenous Studies: An Introduction TOUR1103 Introduction to Events
Second Level	Semester 1	LING2103 Discourse and Media	VEED2004 Introduction to Digital Graphic Design	VEED2108 Multimedia Production Part 1	Select one of: BUSN2033 Branding and Advertising SCME2071 Introduction to Screenwriting
	Semester 2	BUSN2048 Social Media Marketing	COMS2000 Crisis Communication	VEED2201 Interaction Design	Select one of: BUSN2020 Consumer Behaviour CREA2107 Understanding the Music Industry
Third Level	Semester 1	COMS3004 Strategic Communication and Public Relations	CRWR2001 Editing and the Industry	LING3105 Intercultural Communication	Select one of: CREA3005 Festivals and Their Place in the World CREA3103 Applied Creative Practice
	Semester 2	COMS3000 Workplace Experience in Communication	COMS3005 Business Communication	CREA3456 Cultural Policy and the Arts	Select one of: BUSN3052 Leadership in Business Society SCME2102 Gender, Media and Technology

Some option topics may be taught at other locations

Key:

Core Topics
Option Topics

* Pre-requisites apply

Please note:

- This document is provided as a guide only. Students are responsible for ensuring that they have completed their study according to the official [Course Rule](#).
- Topic information for all topics, including pre-requisites can be found on the [Topic Page](#)
- General enrolment assistance is available via [Ask Flinders](#)
- For specific course advice e-mail: courseadvice.HASS@flinders.edu.au

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