

## C10363 BACHELOR OF COMMUNICATION (PUBLIC COMMUNICATION – ADVERTISING STREAM)

### **AUTUMN COMMENCING - TYPICAL PROGRAM ARTICULATION FOR TAYLORS UNIVERSITY**

Bachelor of Mass Communications (Hons) Maj: Advertising

Year 1	Autumn	<b><u>STM91104 Core:</u></b> 54002 Communicating Difference	<b><u>STM91124 Advertising:</u></b> 54047 Advertising Campaign Practice	<b><u>CBK91115:</u></b> Cross Disciplinary Elective
	Spring	<b><u>CBK91119:</u></b> Elective	<b><u>STM91124 Advertising:</u></b> 54048 Brand Advertising Strategies	<b><u>CBK91119:</u></b> Elective
Year 2	Autumn	<b><u>CBK91119:</u></b> Elective	<b><u>STM91124 Advertising:</u></b> 54049 Professional Advertising Practice	<b><u>MAJ10048 Public Communication:</u></b> 54041 Integrated Communication

<b>Total Degree Credit Points required for this course</b>	<b>144cps</b>
<b>Exemptions</b>	<b>72cps</b>
<b>Remaining Degree Credit Points required</b>	<b>72cps (1.5 years)</b>
<b>List of exemptions</b>	<b>72cps</b>
<b>Major Subject</b>	
54040 The Ecology of Public Communication	8cp
54046 Principles of Advertising	8cp
<b>Core Subjects</b>	
54000 Citizenship and Communication	8cp
54001 Digital Literacies	8cp
<b>Elective Subjects</b>	
CBK91115: Cross Disciplinary Elective	16cp
CBK91121: Alternative Electives (Communication)	16cp
CBK91119: Elective	8cp

APPROVED ARTICULATION ARRANGEMENT FOR TAYLORS UNIVERSITY  
THIS IS NOT OFFICIAL COURSE INFORMATION

## C10363 BACHELOR OF COMMUNICATION (PUBLIC COMMUNICATION – PUBLIC RELATIONS STREAM)

### **AUTUMN COMMENCING - TYPICAL PROGRAM ARTICULATION FOR TAYLORS UNIVERSITY**

Bachelor of Mass Communication (Hons) (Public Relations and Event Management)  
 Bachelor of Mass Communication (Hons) Maj: Public Relations and Marketing  
 Bachelor of Mass Communications (Hons) Maj: Public Relations

Year 1	Autumn	<a href="#">STM91104 Core:</a> 54002 Communicating Difference	<a href="#">STM91123 Public Relations:</a> 54043 Strategic Public Relations	<a href="#">CBK91115:</a> Cross Disciplinary Elective
	Spring	<a href="#">CBK91119:</a> Elective	<a href="#">STM91123 Public Relations:</a> 54044 Media Writing and Production	<a href="#">CBK91119:</a> Elective
Year 2	Autumn	<a href="#">CBK91119:</a> Elective	<a href="#">STM91123 Public Relations:</a> 54045 Organisational Communication	<a href="#">MAJ10048 Public Communication:</a> 54041 Integrated Communication

<b>Total Degree Credit Points required for this course</b>	<b>144cps</b>
<b>Exemptions</b>	<b>72cps</b>
<b>Remaining Degree Credit Points required</b>	<b>72cps (1.5 years)</b>
<b>List of exemptions</b>	<b>72cps</b>
<b>Major Subject</b>	
54040 The Ecology of Public Communication	8cp
54042 Principles of Public Relations	8cp
<b>Core Subjects</b>	
54000 Citizenship and Communication	8cp
54001 Digital Literacies	8cp
<b>Elective Subjects</b>	
CBK91115: Cross Disciplinary Elective	16cp
CBK91121: Alternative Electives (Communication)	16cp
CBK91119: Elective	8cp

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