

Course enrolment planner

Bachelor of Media and Communication - BA-MCMN Advertising and Social Media Major and Digital Marketing Minor

Unit Sequencing

The sequencing of units listed on your Course planner depends on unit availability, pre-requisite requirements and the semester in which you commenced your course. Changes to this planner may extend the duration of your course. Please speak to your Head of Program/Program Coordinator to plan your course.

Students should complete no more than 150 credit points (normally 12 units) at Introductory Level (i.e. ABC1XXXX).

Core Units

Unit details	Credit Points	Requisite(s)	Completed (Y/N)
COM10007 Professional Communication Practice	+12.5	Nil	
JOU10007 Media Content Creation	+12.5	Nil	
MDA10001 Introduction to Media Studies	+12.5	Nil	
MDA10008 Global Media Industries	+12.5	Nil	

First Major Units

This Major Offics				
Unit details	Credit Points	Requisite(s)	Completed (Y/N)	
ADV10001 Principles of Advertising	+12.5	Nil		
ADV20001 Advertising Issues: Regulation, Ethics and Cultural Considerations	+12.5	(P) ADV10001		
ADV20002 Concept Development and Copywriting	+12.5	(P) ADV10001		
ADV30001 Advertising Media Planning and Purchasing	+12.5	(P) ADV10001 AND 50 cps of any Level 2 units		
ADV30002 Advertising Management and Campaigns Project	+12.5	(P) ADV10001 AND 50 cps of any Level 2 units		
COM30002 Professional Practice: Client and Agency Management	+12.5	(P) 50 cps of any Level 2 units		
MDA20001 Business of Media	+12.5	Nil		
MDA20011 Sports/Advertising/Media	+12.5	(P) 50 cps		

Second Major Units

Unit details	Credit Points	Requisite(s)	Completed (Y/N)
MDA10006 Innovation Cultures: Perspectives on Science and Technology	+12.5	Nil	
MDA20003 Networked Selves	+12.5	(P) 50 cps	
MDA20009 Digital Communities	+12.5	(P) 50 cps	
MDA30006* Media and Communications Project A	+12.5	(P) 62.5 cps	
MDA20025 National Media in A Globalised World	+12.5	(P) 50 cps	
MDA30007 Media and Communications Project B	+12.5	(P) 62.5 cps	
MDA30012 Researching Social Media Publics	+12.5	(P) 50 cps of any Level 2 units	
MDA30017 Media Analytics and Visualisation	+12.5	(P) 50 cps of any Level 2 units	

Minor Units

Credit

Points

Credit

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MKT10007 Fundamentals of Marketing	+12.5	Nil	
MKT20019 Marketing Research and Analytics	+12.5	(P) 87.5 cps AND MKT10007 OR AVA10004	
MKT20032 Frontiers in Digital Marketing	+12.5	(P) MKT20031 or MKT20019 or MKT20024	
MKT30018 Marketing Insights	+12.5	(P) MKT20019 AND 150 cps	
INTI Units			

Requisite(s)

Requisite(s)

Unit details

Unit details

Unit details	Hours	Requisite(s)	(Y/N)
WPS3000 Graduate Employability Module	+4	Nil	
WPS3887 Internship-Communication	+6	Completion of 12 subjects	
MPU subject	+3	Nil	
MPU subject	+3	Nil	
MPU subject	+3	Nil	
MPU subject	+3	Nil	
MPU subject	+2	Nil	
NOTE: You MUST complete the centrol in these units, go to INTI O		o comply with MQA requirements. ment Portal.	То

How to use your course planner

The units in your planner are colour coded to assist you with mapping out your studies. Refer to the boxes below for an overview of your course requirements. Once you successfully complete a unit, under the "Completed" column, tick "Yes". Your course planner gives you a comprehensive overview of which units you have completed and which units you have remaining to complete. You will also be able to see if you meet the requisites before you enroll in your next unit/s.

Course Information

Course 300 Credit Points and 24 Credit hours

Core units

100 Credit points

A set of compulsory units you MUST complete as part of your Course.

First Major units

A set of compulsory units you MUST complete as part of your Course.

Second Major units

A set of compulsory units you MUST complete as part of your Course.

Minor Units 50 credit hours

A set of compulsory units you MUST complete as part of your Course.

INTI Units 24 credit hours

A set of 7 units you **MUST** complete to comply with MQA requirements.

Enrolment

that you are planning to enrol in the right units, prioritising prerequisite and co-requisite units.

Check 'My Enrolment' to ensure

If you enrol in units in the wrong order, it can affect your enrolment into future units, and the duration to complete your course.

Please note that 'My Enrolment' will only show Swinburne subjects.

Types of requisites Prerequisite (P) — you must complete

- this unit before enrolling in a following Co-requisites (Co-Req) — you must
- · Concurrent prerequisites (Concurrent-

Req) — you may complete these units

complete this pair of units at the same

either at the same time or before the higher unit. **FAQs** How can I find more information

about my course

Completed

(Y/N)

Completed

Visit **Bachelor of Media and Communication** for major options.

Where can I find out more about individual unit information?

Visit the **Single Unit Search** page to

search for additional unit content.

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