

# Course enrolment planner

# Bachelor of Media and Communication - BA-MCMN Advertising 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 Course Coordinator/Academic Director 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	

## **Major Units**

Unit details	Credit Points	Requisite	Completed (Y/N)
<b>ADV10001</b> 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 credit points of any Level 2 units	
ADV30002 Advertising Management and Campaigns Project	+12.5	(P) ADV10001 AND 50 credit points of any Level 2 units	
COM30002 Professional Practice: Client and Agency Management	+12.5	(P) 50 credit points of any Level 2 units	
MDA20001 Business of Media	+12.5	Nil	
MDA20011 Sports/Advertising/Media	+12.5	(P) 50 credit points	

# Minor Units

Credit Points	Requisite	Completed (Y/N)
+12.5	(P) 87.5 cps AND MKT10007 OR AVA10004	
+12.5	(P) MKT20031 OR MKT20019 OR MKT20024	
+12.5	(P) MKT20019 AND 150 cps	
+12.5	Nil	
	+12.5 +12.5 +12.5	Points         Requisite           +12.5         (P) 87.5 cps AND MKT10007 OR AVA10004           (P) MKT20031 OR MKT20019 OR MKT20024           +12.5         (P) MKT20019 AND 150 cps

# **Elective Units**

Unit details

MDA20020 International Internship	+25.0	150 cps	
	+12.5		
	+12.5		
	+12.5		
	+12.5		
	+12.5		
	+12.5		

Credit

**Points** 

Requisite

# 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

## Core units

50 Credit points A set of compulsory units you

MUST complete as part of your Course.

# Major units

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

#### Minor units 50 Credit points

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

# Eletive units

A combination of elective units you MUST complete as part of your Course.

## **Enrolment**

Check 'My Enrolment' to ensure that you are planning to enrol in the right units, prioritising prerequisite and co-requisite units.

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 unit.

· Co-requisites (Co-Req) — you must

- complete this pair of units at the same · Concurrent prerequisites (Concurrent-
- Reg) you may complete these units either at the same time or before the higher unit.

#### **FAQs** How can I find more information about my course

Completed

(Y/N)

Visit **Bachelor of Media and Communication** for

major options.

individual unit information?

Where can I find out more about

Visit the **Single Unit Search** page to search for additional unit content.