Swinburne Vietnam

Course enrolment planner

Bachelor of Media and Communication - BA-MCMN Public Relations 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)
PUB10001 Introduction to Public Relations Theory and Practice	+12.5	Nil	
PUB20001 Global Public Telations Practice	+12.5	(Concurrent-Req) COM10007 (P) PUB20002 OR PUB10001	
PUB20003 Public Relations Writing	+12.5	(Concurrent Req) COM10007 (P) PUB20002 OR PUB10001	
PUB20004 Issues, Crisis and Risk Communication Project A	+12.5	(P) PUB10001	
PUB30001 Event Management	+12.5	(P) 100 credit points	
PUB30003 Public Relations Project and Campaign Planning	+12.5	(P) COM10007 AND 37.5 cps of any Level 2 units AND PUB20002 OR PUB10001	
COM30002 Professional Practice: Client and Agency Management	+12.5	(P) 50 credit points of any Level 2 units	
MDA30006 Media and Communications Project A	+12.5	(P) 62.5 credit points	

Minor Units

Unit details	Credit Points	Requisite	Completed (Y/N)
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	
MKT10007 Fundamentals of Marketing	+12.5	Nil	

Elective Units

Unit details	Credit Points	Requisite	Completed (Y/N)
MDA20020 International Internship	+25.0	150 cps	
	+12.5		
	+12.5		
	+12.5		
	+12.5		
	+12.5		
	+12.5		

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
100 Credit points

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
100 Credit points

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 time.

• Concurrent prerequisites (Concurrent-Req) — 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

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.