

Course enrolment planner

# Bachelor of Media and Communication - BA-MCMN 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 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)
<b>COM10007</b> Professional Communication Practice	+12.5	Nil	
<b>JOU10007</b> Media Content Creation	+12.5	Nil	
<b>MDA10001</b> Introduction to Media Studies	+12.5	Nil	
<b>MDA10008</b> Global Media Industries	+12.5	Nil	

## Major Units

Unit details	Credit Points	Requisite(s)	Completed (Y/N)
<b>MDA10006</b> Innovation Cultures: Perspectives on Science and Technology	+12.5	(P) MDA10005	
<b>MDA20003</b> Networked Selves	+12.5	(P) 50 credit points	
<b>MDA20009</b> Digital Communities	+12.5	(P) 50 credit points	
<b>MDA20011</b> Sports/Advertising/Media	+12.5	(P) 50 credit points	
<b>MDA20025</b> National Media in A Globalised World	+12.5	(P) 50 credit points	
<b>MDA30007</b> Media and Communications Project B	+12.5	(P) 62.5 credit points	
<b>MDA30012</b> Researching Social Media Publics	+12.5	(P) 50 credit points of any Level 2 units	
<b>MDA30017</b> Media Analytics and Visualisation	+12.5	(P) 50 credit points of any Level 2 units	

## Minor Units

Unit details	Credit Points	Requisite(s)	Completed (Y/N)
<b>MKT20019</b> Marketing Research and Analytics	+12.5	(P) 87.5 cps AND MKT10007 OR AVA10004	
<b>MKT20032</b> Frontiers in Digital Marketing	+12.5	(P) MKT20031 OR MKT20019 OR MKT20024	
<b>MKT30018</b> Marketing Insights	+12.5	(P) MKT20019 AND 150 cps	
<b>MKT10007</b> Fundamentals of Marketing	+12.5	Nil	

## Elective Units

Unit details	Credit Points	Requisite(s)	Completed (Y/N)
<b>MDA20020</b> International Internship	+25.0	(P) 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.

### Elective 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.

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