

# Bachelor of Media and Communication

## Social Media Major - BA-MCMN

### Recommended Sequence

Units are listed on your Course Planner in a recommended sequence. However this can be amended depending on unit availability, prerequisite requirements and the semester in which you commenced your course. Changes to this planner may extend the duration of your course.

### Year One

Semester 1		Semester 2	
<b>COM10007</b> Professional Communication Practice	+12.5	<b>JOU10007</b> Media Content Creation	+12.5
<b>MDA10001</b> Introduction to Media Studies	+12.5	<b>MDA10008</b> Global Media Industries	+12.5
Elective	+12.5	<b>MDA10006</b> Innovation Cultures: Perspectives on Science and Technology	+12.5
Elective	+12.5	Elective	+12.5

### Year Two

Semester 1		Semester 2	
<b>MDA20009</b> Digital Communities	+12.5	<b>MDA20003</b> Networked Selves	+12.5
<b>MDA20025</b> National Media in a Globalised World	+12.5	<b>MDA20011</b> Sports/Advertising/Media	+12.5
Elective	+12.5	Elective	+12.5
Elective	+12.5	Elective	+12.5

### Optional

<b>Professional Placement</b> You can choose to add an additional 6 month or 1 year placement to your course. The maximum credit points to complete your course will be increased to accommodate the Professional Placement	+37.5- +100
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### Year Three

Semester 1		Semester 2	
<b>MDA30017</b> Media Analytics and Visualisation	+12.5	<b>MDA30007</b> Media and Communication Project B	+12.5
Elective	+12.5	<b>MDA30012</b> Researching Social Media Publics	+12.5
Elective	+12.5	Elective	+12.5
Elective	+12.5	Elective	+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.

### Course Information

Course 300 Credit Points

**Core units**  
50 Credit points

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

**First Major units**  
100 Credit points

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

**Elective units**  
150 Credit points

A combination of elective units, or a Second Major, Co-Major, or a Minor.

**Work Integrated Learning**

A Professional Placement is a Work Integrated Learning (WIL) option. You can apply for a Professional Placement during your second year. More information on Professional Placement and other WIL options at [Work Integrated Learning](#)

**FAQs**  
**How can I find more information about my course?**  
Visit [Bachelor of Media and Communication](#)

**Where can I find out more about individual unit information?**  
Visit the [Single Unit Search](#) page to search for additional unit content.

**What's a full-time study load?**  
100 credit points (8 units per year)

**What's a part-time study load?**  
50 credit points (4 units per year)

**How can I plan my timetable?**  
Check the [University Timetable Planner](#) before enrolling into units.

