

Course enrolment planner

Bachelor of Media and Communication Digital Advertising Technology 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	
COM10007 Professional Communication Practice	+12.5	JOU10007 Media Content Creation	+12.5
MDA10001 Introduction to Media Studies	+12.5	MDA10008 Global Media Industries	+12.5
ICT10021 Digital Content Management	+12.5	Elective	+12.5
DDD10009 Introduction to Digital Imaging	+12.5	Elective	+12.5

Year Two

Semester 1		Semester 2	
DIG20005 User Experience Design	+12.5	DIG20010 Search, Social Media and Video Marketing	+12.5
Elective	+12.5	DIG20011 Digital Mobility	+12.5
Elective	+12.5	Elective	+12.5
Elective	+12.5	Elective	+12.5

Optional

Professional Placement 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

Year Three

Semester 1		Semester 2	
DIG30001 Digital Media Project 1	+12.5	DIG30002 Digital Media Project 2	+12.5
DIG30003 Advertising Technology	+12.5	Elective	+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

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

Elective units

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**

How can I find more information about my course? Visit **Bachelor of Media and**

<u>Communication</u>

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 vear)

How can I plan my timetable?

Check the **University Timetable** Planner before enrolling into units.