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

Your First Semester	
COM10007 Professional Communication Practice	+12.5
JOU10007 Media Content Creation	+12.5
MDA20001 Introduction to Media Studies	+12.5
MDA10008 Global Media Industries	+12.5

Year Two

Semester 1		Semester 2	
ICT10021 Digital Content Management	+12.5	DIG20010 Search, Social Media and Video Marketing	+12.5
DDD10009 Introduction to Digital Imaging	+12.5	DIG20011 Digital Mobility	+12.5
DIG20005 User Experience Design	+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

Year Four

Semester 1	
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.