Course enrolment planner

Bachelor of Media and Communication Advertising 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
	MDA10001 Introduction to Media Studies	+12.5
	ADV10001 Principles of Advertising	+12.5

Year Two

Semester 1		Semester 2	
MDA10008 Global Media Industries	+12.5	**ADV20002** Concept Development and Copywriting	+12.5
ADV20001 Advertising Issues: Regulation, Ethics & Cultural Consideration	+12.5	**MDA20011** Sports/Advertising/ Media	+12.5
MDA20001 Business of Media	+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	
ADV30001 Advertising, Media Planning and Purchasing	+12.5	**ADV30002** Advertising Management and Campaigns Project	+12.5
COM30002 Professional Practice: Client & Agency Management	+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.

+ = Credit points