

### Course enrolment planner

# Bachelor of Media and Communication - BA-MCMN Public Relations Major and Digital Marketing Minor

### Recommended Sequence

Units are listed on your Course Planner in a recommended sequence. However, this can be amended depedning 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.

In your final year, you have the option of completing an internship unit of 25cp - MDA20020 Internship (Media and Communication) (pre-requisite 150cps). 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)

### Year One

### Semester 1

Unit details	Credit Points	Requisite(s)	Completed (Y/N)
MDA10008 Global Media Industries	+12.5	Nil	
MKT10009 Marketing and the Consumer Experience	+12.5	Nil	

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Semester 2				
Unit details	Credit Points	Requisite(s)	Completed (Y/N)	
MDA10001 Introduction to Media Studies	+12.5	Nil		
PUB10001 Introduction to Public Relations Theory and Practice	+12.5	(AK) Professional Communication Practice (E) PUB20002		
COM10007 Professional Communication Practice	+12.5	Nil		

### Semester 3

Unit details	Credit Points	Requisite(s)	Completed (Y/N)
MDA10018 Content Creator Lab	+12.5	(E) JOU10007	
PUB20001 Global Public Telations Practice	+12.5	(P) PUB10001	
Elective	+12.5		

# Year Two

## Semester 4

Unit details	Credit Points	Requisite(s)	Completed (Y/N)
MDA30020 Media and Communications Industry Project	+12.5	(P) 62.5 cp (E) MDA30005 or MDA30006	
MKT20019 Marketing Research and Analytics	+12.5	(P) 87.5 cps AND MKT10007	
Elective	+12.5		
Semester 5	_		1

Unit details	Credit Points	Requisite(s)	Completed (Y/N)
PUB20004 Issues, Crisis and Risk Communication	+12.5	(P) PUB10001 OR MDA10018 OR JOU10007 AND MDA10001 (E) PUB30002	
MKT20032 Frontiers in Digital Marketing	+12.5	(P) MKT20031 OR MKT20019 OR MKT20024	
Elective	+12.5		
Semester 6			

Credit

**Points** 

Requisite(s)

Requisite(s)

Completed

Completed

(Y/N)

(Y/N)

# Unit details

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<b>PUB20003</b> Public Relations Writing	+12.5	(P) MDA10018 OR JOU10007 AND MDA10001 AND (Concurrent P) COM10007 OR (Concurrent P) PUB20002 OR PUB10001	
MKT30018 Marketing Insights	+12.5	(P) MKT20019 AND 150 cps	
Elective	+12.5		
Year Three			
Semester 7			

# Unit details

Elective	+12.5		
Elective	+12.5		
Semester 8			
Unit details	Credit Points	Requisite(s)	Completed (Y/N)

Credit

**Points** 

Unit dotaile	Credit	Poquisito(s)	Completed
Semester 9			
Elective	+12.5		
PUB30003 Public Relations Project and Campaign Planning	+12.5	COM10007 AND 37.5 cp of any Level 2 units AND PUB20002 OR PUB10001	
PUB30001 Event Management	+12.5	(P) 100 cps	

Unit details	Points	Requisite(s)	(Y/N)
COM30002 Professional Practice: Client and Agency Management	+12.5	(P) 50 cps of any Level 2 units	
Elective	+12.5		
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## 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.

Minor units 50 Credit points

Major units

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

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

Eletive units

## 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

### Types of requisites Prerequisite (P) — you must complete

- this unit before enrolling in a following • Co-requisites (Co-req) — you must
- complete this pair of units at the same · Concurrent prerequisites (Concurrent-
- req) you may complete these units either at the same time or before the higher unit. · Anti-requisite (A) — unit/s with similar
- content. • Equivalent (E) - unit/s with the same
- content. · Assumed Knowledge (AK) — minimum

### level of knowledge needed for the unit. **FAQs** How can I find more information

about my course Visit **Bachelor of Media and** <u>Communication</u> 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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