

Bachelor of Media and Communication/ Bachelor of Business - BB-MCMNBUS Public Relations Major *Semester 2 Intake*

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 2		
	MGT10009 Contemporary Management Principles	+12.5
	ACC10007 Financial Information for Decision Making	+12.5
	MDA10001 Introduction to Media Studies	+12.5
	MDA10008 Global Media Industries	+12.5

Year Two

Semester 1	Semester 2	
ECO10005 Economics for Business Decision Making	+12.5	BUS10012 Innovative Business Practice +12.5
MDA10012 Communicating with Data	+12.5	INF10024 Business Digitalisation +12.5
MKT10009 Marketing and the Consumer Experience	+12.5	MDA10018 Content Creator Lab +12.5
PUB10001 Introduction to Public Relations Theory & Practice	+12.5	COM10007 Professional Communication Practice +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
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Year Three

Semester 1	Semester 2	
PUB20003 Public Relations Writing	+12.5	PUB20001 Global Public Relations Practice +12.5
Business Major Unit	+12.5	PUB20004 Issues, Crisis and Risk Communication +12.5
Business Major Unit	+12.5	Business Major Unit +12.5
Elective	+12.5	Elective +12.5

Year Four

Semester 1	Semester 2	
BUS30031 Sustainable Business Practice	+12.5	BUS30032 Business Consulting Project +12.5
PUB30001 Events Management	+12.5	PUB30004 PR Campaign Planning and Management +12.5
Business Major Unit	+12.5	MDA30020 Media and Communications Industry Project +12.5
Business Major Unit	+12.5	Business Major Unit +12.5

Year Five

Semester 1	
Business Major Unit	+12.5
Business Major Unit	+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 400 Credit Points

Core units
150 Credit points

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

First - Media and Comm Major
100 Credit points

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

Business Major units
100 Credit points

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

Elective units
50 Credit points

A combination of elective units 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 including other Majors and/or Elective units?

Visit [Bachelor of Media and Comm/ Bachelor of Business](#)

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.

