

Course enrolment planner

Bachelor of Media and Communication/ Bachelor of Business - BB-MCMNBUS Advertising Major

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	
MGT10009 Contemporary Management Principles	+12.5	ECO10005 Economics for Business Decision Making	+12.5
ACC10007 Financial Information for Decision Making	+12.5	MKT10009 Marketing and the Consumer Experience	+12.5
MDA10001 Introduction to Media Studies	+12.5	JOU10007 Media Content Creation	+12.5
MDA10008 Global Media Industries	+12.5	COM10007 Professional Communication Practice	+12.5

Year Two

Semester 1		Semester 2	
BUS10012 Innovative Business Practice	+12.5	INF10024 Business Digitalisation	+12.5
ADV10001 Principles of Advertising	+12.5	Business Major Unit	+12.5
Business Major Unit	+12.5	Business Major Unit	+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
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Year Three

Semester 1		Semester 2	
ADV20001 Advertising Issues: Regulation, Ethics and Cultural Considerations	+12.5	ADV20002 Concept Development and Copywriting	+12.5
Elective	+12.5	MDA20011 Sports/Advertising/Media	+12.5
Business Major Unit	+12.5	MDA20001 Business of Media	+12.5
Business Major Unit	+12.5	Elective	+12.5

Year Four

Semester 1		Semester 2	
BUS30031 Sustainable Business Practice	+12.5	BUS30032 Industry Consulting Project	+12.5
ADV30001 Advertising Media Planning and Purchasing	+12.5	ADV30002 Advertising Management and Campaigns Project	+12.5
COM30002 Professional Practice: Client and Agency Management	+12.5	Business Major Unit	+12.5
Business Major Unit	+12.5	Business Major Unit	+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.

