

## Course enrolment planner

# Bachelor of Media and Communication/ Bachelor of Business - BB-MCMNBUS Public Relations 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
PUB10001 Introduction to Public Relations Theory and Practice	+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

# Year Three

Semester 1		Semester 2	
PUB20003 Public Relations Writing	+12.5	MDA20001 Business of Media	+12.5
Business Major Unit	+12.5	PUB20001 Global Public Relations Practice	+12.5
Business Major Unit	+12.5	PUB20004 Issues, Crisis and Risk Communication	+12.5
Elective	+12.5	Elective	+12.5

# Year Four

<b>BUS30031</b> Sustainable Business Practice	+12.5	BUS30032 Industry Consulting Project	+12.5
MDA30006 Media and Communications Project A	+12.5	COM30002 Professional Practice: Client and Agency Management	+12.5
PUB30001 Events Management	+12.5	PUB30002 Issues, Crisis and Risk Communication	+12.5
Business Major Unit	+12.5	PUB30003 Public Relations Project & Campaign Planning	+12.5

Semester 2

# 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 un

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

## 50 Credit points

**Elective units** 

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/

Where can I find out more about individual unit Information?

**Bachelor of Business** 

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 <u>University Timetable</u> <u>Planner</u> before enrolling into units.