

Course enrolment planner

# Bachelor of Media and Communication/ Bachelor of Business - BB-MCMNBUS Advertising 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		
	<b>MGT10009</b> Contemporary Management Principles	+12.5
	<b>ACC10007</b> Financial Information for Decision Making	+12.5
	<b>MDA10001</b> Introduction to Media Studies	+12.5
	<b>MDA10008</b> Global Media Industries	+12.5

### Year Two

Semester 1	Semester 2	
<b>ECO10005</b> Economics for Business Decision Making	+12.5	<b>BUS10012</b> Innovative Business Practice +12.5
<b>MDA10012</b> Communicating with Data	+12.5	<b>INF10024</b> Business Digitalisation +12.5
<b>MKT10009</b> Marketing and the Consumer Experience	+12.5	<b>MDA10018</b> Content Creator Lab +12.5
<b>ADV10001</b> Principles of Advertising	+12.5	<b>ADV10002</b> Digital Advertising +12.5

### Optional

<b>Professional Placement</b> 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	
<b>ADV20004</b> Advertising Issues and Impact	+12.5	<b>ADV20003</b> Search, Social Media and Video Marketing +12.5
<b>ADV20005</b> Creativity and Ideation	+12.5	<b>ADV30005</b> Advertising Campaigns Project +12.5
<b>ADV30003</b> Emerging Advertising Technologies	+12.5	Elective +12.5
Elective	+12.5	Business Major Unit +12.5

### Year Four

Semester 1	Semester 2	
<b>BUS30031</b> Sustainable Business Practice	+12.5	<b>BUS30032</b> Business Consulting Project +12.5
<b>ADV30004</b> Digital Advertising Media Strategy	+12.5	Business Major Unit +12.5
Business Major Unit	+12.5	Business Major Unit +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.

