Course enrolment planner

Bachelor of Media and Communication/ Bachelor of Business - BB-MCMNBUS Digital Advertising Technology 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	
MGT10001 Introduction to Management	+12.5	**ECO10004** Economic Principles	+12.5
ACC10007 Financial Information for Decision Making	+12.5	**MKT10007** Fundamentals of Marketing	+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	**INF10003** Introduction to Business Information Systems	+12.5
ICT10021 Digital Content Management	+12.5	Business Major Unit	+12.5
DDD10009 Introduction to Digital Imaging	+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	
DIG20005 User Experience Design	+12.5	**DIG20010** Search, Social Media and Video Marketing	+12.5
Business Major Unit	+12.5	**DIG20011** Digital Mobility	+12.5
Business Major Unit	+12.5	Business Major Unit	+12.5
Elective	+12.5	Elective	+12.5

Year Four

Semester 1		Semester 2	
BUS30024 Adv Innovative Bus Practice	+12.5	**BUS30009** Ind Consulting Project	+12.5
DIG30001 Digital Media Project 1	+12.5	**DIG30002** Digital Media Project 2	+12.5
DIG30003 Advertising Technology	+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.

+ = Credit points