

Course enrolment planner

Bachelor of Media and Communication/ Bachelor of Business - BB-MCMNBUS Digital Advertising Technology 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

Your First Semester	
MGT10001 Introduction to Management	+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	
JOU10007 Media Content Creation	+12.5	BUS10012 Innovative Business Practice	+12.5
MKT10007 Fundamentals of Marketing	+12.5	ECO10004 Economic Principles	+12.5
ICT10021 Digital Content Management	+12.5	COM10007 Professional Communication Practice	+12.5
DDD10009 Introduction to Digital	+12.5	INF10003 Introduction to Business Information Systems	+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 2	
+12.5	DIG20010 Search, Social Media and Video Marketing	+12.5
+12.5	DIG20011 Digital Mobility	+12.5
+12.5	Business Major Unit	+12.5
+12.5	Elective	+12.5
	+12.5	+12.5 DIG20010 Search, Social Media and Video Marketing +12.5 DIG20011 Digital Mobility +12.5 Business Major Unit

Year Four

Semester 1

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

Semester 2

Semester 1

Year Five

Business Major Unit +12.5 Elective +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

Elective units

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

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

A combination of elective units or a

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 <u>Single Unit Search</u> 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.