

	Code	Units of Study	Pre-requisite(s)	Convener	Fee
First and Second Academic Semesters					
Sem 1	HDMD101	Design for Multimedia 1	Nil	Steven Murdoch	6196
	HET113	The Internet and WWW 1	Nil	Philip Ong	8254
	HBM110	The Marketing Concept	Nil	Rowan Bedggood	5869
	HMB110 / HMB111	Quantitative Analysis A / Quantitative Analysis B	Nil	Neela Khan	8030
Sem 2	HDMD102	Design for Multimedia 2	Nil	Steven Murdoch	6196
	HBM220	Market Behaviour	HBM110	Ann Mitsis	4864
	HBM222	Marketing Planning	HBM110	Tony Lobo	8535
		<i>Choose one of:</i>			
	HET123	The Internet and WWW 2	HET113 or equivalent	Philip Ong	8254
	HET222	Digital Video and Audio	Nil	Anthony Bartel	5271
Third and Fourth Academic Semesters					
Sem 1	HET213	User Experience Design	Nil	Peter Ciszewski	8597
	HET215	Multimedia Applications	Nil	Peter Ciszewski	8597
	HBO229	Marketing Research	HBM110 and either HMB110 or HMB111 (or equivalent) Corequisite HBM220	Judy Rex	8055
	HAC0001*	Careers in the Curriculum	Nil	Tonya Wilmhurst	5360
		<i>Choose one of:</i>			
	HBE110	Microeconomics	Nil	Chris Fleming	5894
	HBG270	eBusiness	HBM110 & HET113 or HIT1401	Ian Russell	8410
	HBH110	Organisations and Management	Nil	Jenny Shannon	5282
	HBL111	Law in Goba Business	Nil	Silvana Wilson	5288
	HBM271	eCustomer Relationship Management	HBM110 & HET113 or HIT1025 or HIT1400	Ian Russell	8409
Sem 2		<i>Choose two of:</i>			
	HET123	The Internet and WWW 2	HET113 or equivalent	Philip Ong	8254
	HET238	3D Modelling (replaces HET208)	Nil	Damien Scott	8509
	HET222	Digital Video and Audio	Nil	Anthony Bartel	5271
	HET332	Interactive Multimedia	Nil	Wendy Doube	5977
	HET430	Interaction Evaluation	Nil	Christian McCre	8415
		<i>Choose two of:</i>			
	HBC110	Accounting for Success	Nil	Judy Oliver	8985
	HBG270	eBusiness	HBM110 & HET113 or HIT1401	Ian Russell	8410
	HBL111	Law in Goba Business	Nil	Silvana Wilson	5288
	HBL222	Marketing Law	HBL111	Bruce Clarke Alex Wan	7308 4716
	HBM223	Transnational Marketing	HBM110 & HBM220 recommended	Jawed Mohammed	5718
	HBM271	eCustomer Relationship Management	HBM110 & HET113 or HIT1401 or HIT1025	Ian Russell	8410
	HBM272	eMarketing	HBM110 & HET113 or HIT1401 or HIT1025	Railton Hill	8416
	HBN200N	New Venture Development and Management	Nil	Susan Rushworth	5874
Optional Multimedia IBL Semesters					
Sem 1	HSW050	Industry Based Learning	Completion of first 4 academic semesters	Annette Pelgrim	8753
Sem 2	HSW055	Industry Based Learning	HSW050	Annette Pelgrim	8753
Fifth and Sixth Academic Semesters					
Sem 1	HET401	Multimedia Project 1	HET213 (or corequisite), 175 CP of units	Peter Ciszewski	8597
	HET407	Multimedia Technology	HET215 or Nil for pre 2004 students	Anthony Bartel	5271
	HBM330	Marketing Innovation Management	HBM222 and HBO229	Caroline Tan	5311
		<i>Choose one of:</i>			
	HBL222	Marketing Law	HBL111	Bruce Clarke Alex Wan	7308 4716
	HBM272	eMarketing	HBM110 & HET113 or HIT1401 or HIT1025	Railton Hill	8416
	HBM331	Services Marketing and Management	HBM222 and one other Stage 2 Marketing unit	Caroline Tan	5311
	HBM333	Communications Strategy	HBM220, HBM222 and HBO229 recommended	Barbara Evans	8389
	HBM339	Transnational Business Practices	HBM223	Jawed Mohammed	4718
	HET324	Media Theory, DVD and Compositing	HET222	Peter Ciszewski	8597
Sem 2	HET402	Multimedia Project 2	HET401	Peter Ciszewski	8597
	HBM341	Business Strategy	unit	Gordon Campbell	8422
		<i>Choose one of:</i>			
	HET123	The Internet and WWW 2	HET113 or equivalent	Philip Ong	8254
	HET238	3D Modelling (replaces HET208)	Nil	Damien Scott	8509
	HET325	Principles of Game Design	HET238 or HET208	Damien Scott	8509
	HET332	Interactive Multimedia	Nil	Wendy Doube	5977
		<i>Choose one of:</i>			
	HBL222	Marketing Law	HBL111	Bruce Clarke Alex Wan	7308 4716
	HBM271	Customer Relationship Marketing	HBM110 & HET113 or HIT1401 or HIT1025	Ian Russell	8410
	HBM333	Communications Strategy	HBM220, HBM222 & HBO229 recommended	Barbara Evans	8389
	HBM370	eCommerce Strategy	HBG270	Ian Russell	8410
	HBN200N	New Venture Development and Management	Nil	Susan Rushworth	5874

* HAC0001 Careers in the Curriculum is a compulsory unit for students commencing from 2007. 100% fee exempt and no credit points.

Group	Code	Units of Study	Prerequisite(s)	Semester Offered
Compulsory unit	HAC0001	Careers in the Curriculum	Nil	S1 & S2
Core Multimedia Studies (all 12.5 cp)	HDMD101	Design for Multimedia 1	Nil	S1 & S2
	HET113	Internet & WWW1	Nil	S1 & S2
	HET213	User Experience Design	Nil	S1 & S2
	HET215	Multimedia Applications	Nil	S1 & S2
	HET401	Multimedia Project 1	HET213 (or corequisite), 175 credit pts completed	S1 & S2
	HET402	Multimedia Project 2	HET401	S1 & S2
	HET407	Multimedia Technology	Nil	S1 & S2
Further Multimedia Studies (all 12.5 cp)	HDMD102	Design for Multimedia 2	Nil	S1 & S2
	HET123	Internet & WWW2	HET113 or equivalent	S1 & S2
	HET238	3D Modelling (replaces HET208)	Nil	S1 & S2
	HET222	Digital Video & Audio	Nil	S1 & S2
	HET324	Media Theory, DVD and Compositing	HET222	S1 & S2
	HET325	Principles of Game Design	Nil	S1 & S2
	HET332	Interactive Multimedia	Nil	S2
	HET430	Interaction Evaluation	Nil	S1
Co-major Studies Group A (all 12.5 cp)	HBM110	The Marketing Concept	Nil	S1 & S2
	HBM220	Marketing Behaviour	HBM110	S1 & S2
	HBM222	Marketing Planning	HBM110	S1 & S2
	HBM330	Marketing Innovation Management	HBM222 and HBQ229	S1 & S2
	HBM341	Business Strategy	HBM222 and one Stage 2 Marketing unit, or HBC222, or HRM/OB unit	S1 & S2
	HBQ229	Marketing Research	HBM110 and either HMB110 or HMB111 (or equivalent) (Corequisite HBM220)	S1 & S2
	HMB110 / HMB111	Quantitative Analysis A / Quantitative Analysis B	Nil	S1 & S2
Co-major Studies Group B (all 12.5 cp)	HBM223	Transnational Marketing	HBM110 & HBM220 recommended	S1 & S2
	HBM271	eCustomer Relationship Management	HBM110 and HET113 or HIT1401 or HIT1025	S1 & S2
	HBM272	eMarketing	HBM110 and HET113 or HIT1401 or HIT1025	S1 & S2
	HBM331	Services Marketing & Management	HBM222 and one other Stage 2 Marketing unit	S1 & S2
	HBM333	Communications Strategy	HBM220 & HBM222 & HBQ229 recommended	S1 & S2
	HBM339	Transnational Business Practices	HBM223	S1 & S2
Elective Studies (all 12.5 cp)	HBC110	Accounting for Success	Nil	S1 & S2
	HBE110	Microeconomics	Nil	S1 & S2
	HBG270	eBusiness	HBM110 & HET113 or HIT1041	S1 & S2
	HBH110	Organisation & Management	Nil	S1 & S2
	HBL111	Law in Global Business	Nil	S1 & S2
	HBL222	Marketing Law	HBL111	S1 & S2
	HBM370	e-Commerce Strategy: A Management Perspective	HBG270	S2
	HBN200N	New Venture Development	Nil	S1 & S2
	HAM113/HAC113	Professional Communication Practice	Nil	S1 & S2

Students must complete a minimum of 300 credit points according to the following rules:

87.5 credit points from Core Multimedia Studies,

62.5 credit points from Further Multimedia Studies,

87.5 credit points from Co-major Studies Group A,

25 credit points from Co-major Studies Group B,

12.5 credit points from Elective Studies, plus an extra

25 credit points from Co-major Studies Group B and/or Elective Studies.

* HAC0001 Careers in the Curriculum is a compulsory subject for students commencing from 2007. 100% fee exempt and no credit points.