BACHELOR OF MEDIA & COMMUNICATION/BACHELOR OF BUSINESS Social Media Major
BB-MCMNBUS

Recommended Sequence
Units are listed on your Course Planner in a recommended sequence. However this can be amended depending on unit availability, unit progression, timetabling and the semester in which you commenced your course.

Y1
Your First SEMESTER
MDA10001 Introduction to Media Studies $12.5
COM10007 Professional Communication Practice $12.5
MGT10001 Introduction to Management $12.5
MKT10007 Fundamentals of Marketing $12.5

Your Second SEMESTER
DIG10004 Digital Video and Audio $12.5
MDA10008 Global Media Industries $12.5
ACC10007 Financial Information for Decision Making $12.5
BUS10012 Innovative Business Practice $12.5

Y2
ECO10004 Economic Principles $12.5
INF10003 Introduction to Business Information Systems $12.5
First Major Business units $12.5
Component unit $12.5

Component unit $12.5

Y3
MDA20009 Digital Communities $12.5
MDA20010 The Media in Australia $12.5
First Major Business units $12.5
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Y4
BUS30024 Advanced Innovative Business Practice $12.5
MAD30014 New Media and Everyday Life $12.5
Component unit $12.5

BUS30009 Industry Consulting Project $12.5
MAD30007 Media and Communication Project B $12.5
MAD30012 Researching Social Media Publics $12.5
First Major Business units $12.5

SYLLABUS COMPONENT
Component unit $12.5

Work Integrated Learning (WIL)
A professional placement is a Work Integrated Learning option. You can apply for Professional Placement during your second last year. More information on Professional Placement and other WIL options at Work Integrated Learning.

What is a component unit?
A unit that forms part of a second major/co-major/minor or elective, that you select.

How can I find which component units I can enrol in?
Visit Bachelor of Media and Communication/Bachelor of Business Course Information for major/co-major/minor and elective options.

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 to make sure my lectures don’t clash?
Check the University Timetable Planner before enrolling into units.

Where can I find what online units are available?
Check the Swinburne Online Units, for online offerings.