## Course Enrolment Planner

### BACHELOR OF ARTS
**PROFESSIONAL - Digital Advertising Technology Major**

**BA-ARTPROF**

### 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.

### Core Units

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

### First Major Units

A structured set of 8 units or 100 credit points in a field of study specific to your course.

### Component Units

Can be completed from a combination of the following:
- **Second Major**
  - A structured set of 8 units or 100 credit points in a field of study specific to your course which you can choose in addition to a first major.
- **Co-Major**
  - A structured set of 8 units or 100 credit points in a field of study outside your course area which you can choose in addition to a first major.
- **Minor**
  - A structured set of 4 units or 50 credit points from a field of study which you can choose in addition to a first major.
- **Electives**
  - A standalone unit from any study area.

### Fast Track Summer/Winter/Online

A paid professional placement of 12 months in an area relevant to the course. More information is available from Work Integrated Learning.

### Course Information

- **Core units** 25 Credit points
- **First Major units** 100 Credit points
- **Professional Placement Co Major** 100 Credit points
- **Component Units** 150 credit points

### Y1

#### Your First Semester

- **DIG10003** Digital Content Management 12.5
- **DIG10007** Introduction to Digital Imaging 12.5

#### Your Second Semester

- **Component unit** 12.5
- **Component unit** 12.5
- **Component unit** 12.5
- **Component unit** 12.5

### Y2

#### SEMESTER

- **DIG20005** User Experience Design 12.5
- **DIG20007** Search, Social Media and Video Marketing (1st Offering 2018) 12.5
- **DIG20011** Digital Mobility 12.5
- **DIG30001** Digital Marketing Project 1 12.5

#### SEMESTER

- **Component unit** 12.5
- **Component unit** 12.5

### Y3

#### SEMESTER

- **SOC20018** Integrated Professional Placement A 25
- **SOC20019** Integrated Professional Placement B 25
- **WEI20001** Work Experience in Industry A 25
- **WEI20002** Work Experience in Industry B 25

#### SEMESTER

- **Component unit** 25

### Y4

#### SEMESTER

- **DIG30002** Digital Marketing Project 2 25
- **DIG30003** Multimedia Technology 12.5
- **ART30001** The Grand Challenges 25

#### SEMESTER

- **Component unit** 12.5

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+ = Credit points

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