BACHELOR OF MEDIA AND COMMUNICATION - Public Relations Major BA-MCMN

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
DIG10004 Digital Video and Audio 12.5

Your Second SEMESTER
COM10007 Professional Communication Practice 12.5
MDA10008 Global Media Industries 12.5
PUB20002 Public Relations Theory and Practice 12.5

Component unit 12.5
Component unit 12.5

OPTIONAL COMPONENT
Professional Placement
An additional 6 months or 1 year to your course. Your course rules will be modified to accommodate the Professional Placement.

Y2
SEMMESTER
PUB20003 Public Relations Writing 12.5
Component unit 12.5
Component unit 12.5
Component unit 12.5

SEMMESTER
PUB20001 Global Public Relations Practice 12.5
MDA20001 Business of Media 12.5
Component unit 12.5
Component unit 12.5

Y3
SEMMESTER
PUB30001 Events Management 12.5
Component unit 12.5
Component unit 12.5

SEMMESTER
COM30002 Professional Practice: Client and Agency Management 12.5
PUB30003 Public Relations Project & Campaign Planning 12.5
Component unit 12.5
Component unit 12.5

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 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.