**BACHELOR OF MEDIA & COMMUNICATION PROFESSIONAL Advertising Major BA-MCMPROF**

- **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.

<table>
<thead>
<tr>
<th>Y1</th>
<th>Your First SEMESTER</th>
<th>Your Second SEMESTER</th>
</tr>
</thead>
<tbody>
<tr>
<td>MDA10001 Introduction to Media Studies</td>
<td>Component unit</td>
<td></td>
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<tr>
<td>COM10007 Professional Communication Practice</td>
<td>Component unit</td>
<td></td>
</tr>
<tr>
<td>ADV10001 Principles of Advertising</td>
<td>Component unit</td>
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**First Year Fast Track Summer/Winter/On-line**

<table>
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<tr>
<th>Component unit</th>
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**Y2**

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**Y3**

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**Y4**

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<th>Component unit</th>
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**Core Units**

- **50 Credit Points**

**First Major Units**

- **100 Credit Points**

**Professional Placement Co-Major**

- **100 Credit Points**

**Component Units**

- **125 credit points**

**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.

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**Course Information**

- **Core units**
  - 50 Credit points
- **First Major units**
  - 100 Credit points
- **Professional Placement Co Major**
  - 100 Credit Points
- **Component Units**
  - 125 credit points

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**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.

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**Course Information**

- **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.
- **Professional Placement Co-Major**
  - This is a paid professional placement of 12 months in an area relevant to the course. More information is available from 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 Professional 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).
- **What's Fast Track?**
  - To complete your course in 3.5 years, you will need to complete 2 units over a Summer/Writer/Online teaching period or during your placement year. If a core/first major unit is listed under fast track, this unit(s) may need to be completed during your placement 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.