BACHELOR OF MEDIA AND COMMUNICATION PROFESSIONAL - Public Relations 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.

Y1

**Your First SEMESTER**

<table>
<thead>
<tr>
<th>Component unit</th>
<th>12.5</th>
</tr>
</thead>
<tbody>
<tr>
<td>MDA10001 Introduction to Media Studies</td>
<td></td>
</tr>
<tr>
<td>DIG10004 Digital Video and Audio</td>
<td></td>
</tr>
<tr>
<td>PUB20002 Public Relations Theory and Practice</td>
<td></td>
</tr>
</tbody>
</table>

**Your Second SEMESTER**

<table>
<thead>
<tr>
<th>Component unit</th>
<th>12.5</th>
</tr>
</thead>
<tbody>
<tr>
<td>MDA10008 Global Media Industries</td>
<td></td>
</tr>
<tr>
<td>COM10007 Professional Communication Practice</td>
<td></td>
</tr>
<tr>
<td>Component unit</td>
<td></td>
</tr>
</tbody>
</table>

Y2

**Semester**

**Component unit** | **Credit Points**
--- | ---
PUB20003 Public Relations Writing | 12.5
PUB20001 Global Public Relations practice | 12.5
PUB30002 Issues, Crisis and Risk Communication | 12.5
PUB30003 Public Relations Project & Campaign Planning | 12.5
MDA20001 Business of Media | 12.5
MDA20017 Integrated Professional Placement B | 12.5
MDA20016 Integrated Professional Placement A | 12.5

Y3

**Semester**

**Component unit** | **Credit Points**
--- | ---
MDA20016 Integrated Professional Placement A | 25
MDA20017 Integrated Professional Placement B | 25
WEI20001 Work Experience in Industry A | 25
WEI20002 Work Experience in Industry B | 25

Y4

**Semester**

**Component unit** | **Credit Points**
--- | ---
PUB30001 Events Management | 12.5
COM30002 Professional Practice: Client and Agency Management | 12.5
Component unit | 12.5
Component unit | 12.5
Component unit | 12.5
Component unit | 12.5

What's 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/Winter/Online teaching period during your placement year. 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.