BACHELOR OF ARTS/BACHELOR OF SCIENCE
Digital Advertising Technology Major
BB-ARTSC

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
12.5 Credit points
First Major Arts units
100 Credit points
First Major Science units
100 Credit points
Component units
75 credit points

Course Information

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

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

First Major Science 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:
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.

Work Integrated Learning (WIL)
A Professional Placement is a Work Integrated Learning (WIL) option. You can apply for Professional Placement during your second last year. More information on Professional Placements and 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 Arts/Bachelor of Science 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.