Swinburne Vietnam

Course enrolment planner

Bachelor of Media and Communication - BA-MCMN Advertising Major and Digital Marketing Minor

Recommended Sequence

Units are listed on your Course Planner in a recommended sequence. However, this can be amended depedning on unit availability, pre-requisite requirements and the semester in which you commenced your course. Changes to this planner may extend the duration of your course.

In your final year, you have the option of completing an internship unit of 25cp - MDA20020 Internship (Media and Communication) (pre-requisite 150cps). Please speak to your Course Coordinator/Academic Director to plan your course.

Students should complete no more than 150 credit points (normally 12 units) at Introductory Level (i.e. ABC1XXXX)

Year One

Semester 1

Unit details	Credit Points	Requisite(s)	Completed (Y/N)
MDA10008 Global Media Industries	+12.5	Nil	
MKT10009 Marketing and the Consumer Experience	+12.5	Nil	

Semester 2

Unit details	Credit Points	Requisite(s)	Completed (Y/N)
MDA10001 Introduction to Media Studies	+12.5	Nil	
ADV10001 Principles of Advertising	+12.5	Nil	
COM10007 Professional Communication Practice	+12.5	Nil	

Semester 3

Unit details	Credit Points	Requisite(s)	Completed (Y/N)
MDA10018 Content Creator Lab	+12.5	(E) JOU10007	
MDA20011 Sports/Advertising/Media	+12.5	(P) 50 credit points (A) MDA30001	
Elective	+12.5		

Year Two

Semester 4

Unit details	Credit Points	Requisite(s)	Completed (Y/N)
MDA20001 Business of Media	+12.5	Nil	
MKT20019 Marketing Research and Analytics	+12.5	(P) 87.5 cps AND MKT10007	
Elective	+12.5		

Semester 5

Unit details	Credit Points	Requisite(s)	Completed (Y/N)
ADV20001 Advertising Issues: Regulation, Ethics & Cultural Considerations	+12.5	(P) ADV10001	
MKT20032 Frontiers in Digital Marketing	+12.5	(P) MKT20031 OR MKT20019 OR MKT20024	
Elective	+12.5		

Semester 6

Unit details	Credit Points	Requisite(s)	Completed (Y/N)
ADV20002 Concept Development and Copywriting	+12.5	(P) ADV10001	
MKT30018 Marketing Insights	+12.5	(P) MKT20019 AND 150 cps	
Elective	+12.5		

Year Three

Semester 7

Unit details	Credit Points	Requisite(s)	Completed (Y/N)
Elective	+12.5		
Elective	+12.5		

Semester 8

Unit details	Credit Points	Requisite(s)	Completed (Y/N)
MDA30012 Researching Social Media Publics	+12.5	(P) 50 cps of any Level 2 units	
MDA20026 Data Narratives	+12.5	(E) MDA30017 (P) 50 cp of Level 2 Units OR MDA10018 OR JOU10007	
MDA10013 Digital Communities, Digital Selves	+12.5	(E) MDA20009	

Semester 9

Unit details	Credit Points	Requisite(s)	Completed (Y/N)
COM30002 Professional Practice: Client and Agency Management	+12.5	(P) 50 cps of any Level 2 units	
Elective	+12.5		

How to use your course planner

The units in your planner are colour coded to assist you with mapping out your studies. Refer to the boxes below for an overview of your course requirements. Once you successfully complete a unit, under the **"Completed"** column, tick "**Yes**".

Your course planner gives you a comprehensive overview of which units you have completed and which units you have remaining to complete. You will also be able to see if you meet the requisites before you enroll in your next unit/s.

Course Information

Course 300 Credit Points

Core units
50 Credit points

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

Major units
100 Credit points

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

Minor units
50 Credit points

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

Eletive units
100 Credit points

A combination of elective units you **MUST** complete as part of your Course.

Enrolment

Check **'My Enrolment'** to ensure that you are planning to enrol in the right units, prioritising prerequisite and co-requisite units.

If you enrol in units in the wrong order, it can affect your enrolment into future units, and the duration to complete your course.

Types of requisites

- Prerequisite (P) — you must complete this unit before enrolling in a following unit.
- Co-requisites (Co-req) — you must complete this pair of units at the same time.
- Concurrent prerequisites (Concurrent-req) — you may complete these units either at the same time or before the higher unit.
- Anti-requisite (A) — unit/s with similar content.
- Equivalent (E) - unit/s with the same content.
- Assumed Knowledge (AK) — minimum level of knowledge needed for the unit.

FAQs

How can I find more information about my course

Visit **Bachelor of Media and Communication** for major options.

Where can I find out more about individual unit information?

Visit the **Single Unit Search** page to search for additional unit content.