

# Bachelor of Media and Communication (Social Media)

## Semester 2, 2022 (October Intake)

### 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.

### How to use your Course Planner

Refer to the below table to help explain what units are required each semester throughout your course. The units in your planner are colour coded to assist you with mapping out your studies.

## Year One

Semester 2 2022		
Unit Code	Unit Title	Pre-req
Component Unit	Elective	
MKT10001	Fundamentals of Marketing	
Component Unit	Elective	
ACC10001	Decision Making	
Summer Term 2023		
Unit Code	Unit Title	Pre-req
Component Unit	Elective	
ECO10005	Economics for Business Decision Making	
Component Unit	Elective	
MKT10009	Marketing and Consumer Experience	
Semester 1 2023		
Unit Code	Unit Title	Pre-req
MDA10001	Introduction to Media Studies	
JOU10007	Media Content Creation	
MDA10008	Global Media Industries	
Component Unit	Elective	

Course Information	
Course 300 Credit Points	Core units 50 Credit Points
	First Major units 100 Credit Points
	Component units 150 Credit Points

## Year Two

Semester 2 2023		
Unit Code	Unit Title	Pre-req
COM10007	Professional Communication Practice	
MDA10006	Innovation Cultures	
MDA20009	Digital Communities	50 CPs
Component Unit	Elective	
Semester 1 2024		
Unit Code	Unit Title	Pre-req
MDA20003	Networked Selves	
MDA20025	National Media in a Globalised World	50 Cps
Component Unit	Elective	
Component Unit	Elective	

All commencing students of Master, Degree, Diploma and Foundation courses will be automatically registered for the **Academic Integrity Training Module** in the first semester (Note: Students articulating from Foundation Studies are expected to undertake this unit as a refresher). There are 4 topics in this online module that are recommended for completion during Week 1-4 of your commencing study period. At the end of this module, students are required to complete a quiz comprised of 10 questions and achieve a score of at least 90%

Ministry of Education requires that all NEW Cohorts pursuing Degree course (International and Malaysian) students must take the MPU units as a prerequisite for the award of their degree.

- Malaysian students: Must take and pass the units as a prerequisite for the award of their degree
- International students: Must attempt all coursework and final exam as a prerequisite for the award of their degree.

## Year Three

Semester 2 2024		
Unit Code	Unit Title	Pre-req
MDA20011	Sports / Advertising / Media	50 CPs
MDA30017	Media Analytics & Visualisation	50 CPs L2
Component Unit	Elective	
Component Unit	Elective	
Semester 1 2025		
Unit Code	Unit Title	Pre-req
MDA30007	Media and Communication Project B	62.5 CPs
MDA30012	Researching Social Media Publics	50 CPs L2
Component Unit	Elective	
Component Unit	Elective	

## Course Structure

To qualify for the award of Bachelor of Media and Communication (Social Media) students must complete:

- 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:
  - 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

Students may not complete more than 150 cps (normally 12 units) at Introductory Level (or Level 1) unit.

## Design and Arts Electives

### Motion Design Minor

DDM10006 Typography for Screen and Motion (pre-req: 50 cps)  
DDM20003 Digital Video Camera Techniques (pre-req: 50 cps)  
DDD30021 Digital Video Compositing (pre-req: DDM10006 + DDM20003)  
DDD30022 Motion Graphics Project (pre-req: DDD30021)

### Communication Design Minor

DCO10003 Packaging Design  
DCO10007 Visual Communication Studio  
DCO20009 Typography for Print and Interactive Publication (pre-req: DCO10005 & 75 cps)  
DDD30013 Publication Design (pre-req: DCO20009 & 150 cps)

### Design Electives

DCO10005 Typography  
DCO10002 Digital Design  
DCO20001 Brand and Identity Design (pre-req: 50 cps)  
DDD20004 Contemporary Design Issues

**\*Students can opt to take the WIL Placement, which is equivalent to 2 Elective Units**