Bachelor of Media and Communication (Social Media Major)
Semester 2, 2025

Recommended Sequence
Units are listed in a recommended sequence on your Program Planner. However, this can be amended depending on unit availability, unit progression, timetabling, and the semester you commenced your program.

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

Year One

Semester 1 2025 (September)		
Unit Code	Unit Title	Pre-req
MDA10012	Communicating with Data	
MDA10015	Social Media Strategy	
MDA10013	Digital Communities, Digital Selves	
DCO10005	Typography	Prescribed Elective^
MPU3272	Integrity and Anti-Corruption (*All students*)	

Semester 2 2026 (March)		
Unit Code	Unit Title	Pre-req
MDA10001	Introduction to Media Studies	
MDA10008	Global Media Industries	
MDA10018	Content Creator Lab	50 cp **OR** MDA10018 & MDA10001
DCO10004	Photography for Design	Prescribed Elective^
MPU3182	Penghayatan Etika dan Peradaban (*Malaysian Students only*)	
MPU3142	Malay Language Communication 2 (*International Students only*)	

Winner Term | June 2026		
MPU3212	Bahasa Kebangsaan A (*Malaysian students who do not have Credit in SPM Bahasa Melayu*)	

*Compulsory units to complete as a pre-requisite to graduate (see statement below)

Course Information		
Course 300 Credit Points	Core units *50 Credit Points*	
	First Major units *100 Credit Points*	
	Component units *150 Credit Points*	
General Studies / Mata Pelajaran Umum 0 Credit Points		

*Advisable to enrol in Year One

*Email ltu@swinburne.edu.my for queries

^*Students may choose based on preference, though this combination is recommended for optimal alignment with career pathways in the Media and Creative Communication field.*

Year Two

Semester 3 2026 (September)		
Unit Code	Unit Title	Pre-req
JOU20007	Interactive Storytelling	50 cp of Level 2 Units **OR** MDA10018
MDA20014	Media and Social Impact	
DDM10006	Typography for Screen and Motion	50 CPs Prescribed Elective^
DDM20003	Digital Video Camera Techniques	50 CPs Prescribed Elective^
MPU3192	Philosophy and Current Issues (*All students*)	

Semester 4, 2027 (March)		
Unit Code	Unit Title	Pre-req
MDA20026	Media Analytics and Visualisation	50 cp of Level 2 Units **OR** MDA10018
MDA20028	Business of Media and Entrepreneurship	MDA10001 **AND** MDA10018 or 50CPs
DDD30021	Digital Video Compositing	DDM10006 and DDM20003 Prescribed Elective^
MKT10009	Marketing and the Consumer Experience	Prescribed Elective^
MPU3412	Service Learning (*All students*)	

Winner Term | July 2028		

DDD20034 Work Integrated Learning Placement - Design (Optional)*
- *Completing WIL as an exemption to 2 electives*
- *Students need to complete at least 12 units to enroll*
- *WIL placement can be taken in Year Three*

Course Information

All commencing students of Master, Degree, Diploma and Foundation programs will be automatically registered for the **Academic Integrity Training Module** in the first semester

(Note: Students articulating from Foundation Studiesare expected to undertake this unit as a refresher). There are 4 topics inthis 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 program (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 take and pass the units as a prerequisite for the award of their degree

Year Three

Semester 5, 2027 (September)		
Unit Code	Unit Title	Pre-req
DDD30022	Motion Graphics Project	DDD30021 Prescribed Elective^
DCO10002	Digital Design	Prescribed Elective^
DCO20004	Web Design	Prescribed Elective^

MKT20021	Integrated Marketing Communication	Prescribed Elective^

Summer Term | January 2028		
DDD20034 Work Integrated Learning Placement - Design* (Optional) • *Completing WIL as an exemption to 2 electives* • *Students need to complete at least 12 units to enroll* • *WIL placement can be taken in Year Three*		

Semester 6, 2028 (March)		
Unit Code	Unit Title	Pre-req
MDA30012	Researching Social Media Publics	50 cp of Level 2 Units
MDA30021	Emerging Media Industry Project	62.5 cp
MKT20025	Consumer Behaviour (only to take if the student does not take WIL in Winter Term)	Prescribed Elective^
MKT30016	Marketing Strategy and Planning (only to take if the student does not take WIL in Winter Term)	Prescribed 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 <u>MUST</u> 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:
  - o 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
  - o Electives - A standalone unit from any study area

Students may not complete more than 150 cps (usually 12 units) at the Introductory/Level 1 unit.

<u>MEDIA MINORS</u>
*Students can opt to take the Work Integrated Learning (WIL) Placement, which is equivalent to 2 Elective Units
For more information about WIL, please refer to the website:
https://www.swinburne.edu.my/current-students/work-opportunities/careers-employment/internship/

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
DCO10004 Photography for Design
DCO10005 Typography
DCO10002 Digital Design
DCO20001 Brand and Identity Design (pre-req: 50 cps)
DCO20004 Web Design
DDD20004 Contemporary Design Issues

<u>NON-MEDIA MINOR</u>
Marketing
MKT10009 Marketing and the Consumer Experience
MKT20021 Integrated Marketing Communication
MKT20025 Consumer Behaviour
MKT30016 Marketing Strategy and Planning
* Students cannot do this minor if they have chosen a Digital Marketing minor