

COURSE PLANNER

Bachelor of Media and Communication (Social Media & Journalism) Semester 2, 2026

Recommended Sequence

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

Year One

S1 (Semester 2 2026 - September)		
Unit Code	Unit Title	Pre-req
MDA10012	Communicating with Data	
MDA10015	Social Media Strategy	
MDA10013	Social Media Cultures	
DCO10001	Concepts and Narratives	Prescribed Elective^
MPU3312	Academic Integrity and Professional Conduct (All students)	
Summer Term January-February 2027		
MPU3212/2212	Bahasa Kebangsaan A (Malaysian students who do not have SPM Bahasa Melayu credit)	
S2 (Semester 1 2027 - March)		
Unit Code	Unit Title	Pre-req
MDA10001	Introduction to Media Studies	
MDA10008	Global Media Industries	
MDA10018	Content Creator Lab	
DCO10002	Digital Design	Prescribed Elective^
MPU3172	Aspirasi Negara Bangsa - BM (Malaysian students)	
MPU3142	Malay Language Communication 2 (International students)	
Winter Term June-July 2027		
MPU3212	Bahasa Kebangsaan A (Malaysian students who do not have SPM Bahasa Melayu credit)	

Year Two

S3 (Semester 2 2027 - September)		
Unit Code	Unit Title	Pre-req
JOU20007*	Interactive Storytelling	50 CPs AND MDA10018
MDA20014	Media and Social Impact	
JOU10004	Transforming Journalism in the Digital Era	
JOU10008	The Journalism Toolkit	MDA10018
MPU3222	Career Development (All students)	
Summer Term January-February 2028		
MPU3212	Bahasa Kebangsaan A (Malaysian students who do not have SPM Bahasa Melayu credit)	
S4 (Semester 1 2028 - March)		
Unit Code	Unit Title	Pre-req
MDA20026*	Media Analytics and Visualisation	50 CPs L2 Units OR MDA10018
MDA20028	Business of Media and Entrepreneurship	50 CPs OR MDA10001 and MDA10018
JOU20006	Media, Law and Ethics	50 CPs OR MDA10018 and MDA10001
JOU30012	Live Journalism Lab	JOU10008 AND JOU10004 AND MDA10018

How to use your Course 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.

Course Information	
Course 300 Credit Points	Core units 50 Credit Points
	First Major units 75 Credit Points
	Shared units (First and Second Major) 25 credit points
	Second Major units 75 Credit Points
	Component units 75 Credit Points
*General Studies / Mata Pelajaran Umum	

* Core/compulsory units to complete as a prerequisite to graduate (see statement below)

* Unit is required for both majors

* Advisable to enrol in Year One

* Email Itu@swinburne.edu.my for queries

^Electives: students may choose based on preference. Minors are possible, but a double major may provide sufficient focus.

Course Information

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

Winter Term June-July 2028		
MPU3112	Kursus Integriti dan Antirasuah (KIAR) – BM (<i>Malaysian students</i>) Kursus Integriti dan Antirasuah (KIAR) – ENG (<i>International students</i>)	

Year Three

S5 (Semester 2 2028 - September)		
Unit Code	Unit Title	Pre-req
JOU30009	Video Documentary Project	50CPS L2 Units <i>AND</i> MDA10018
MDA30009	Radio, Audio and Podcasting	50CPS L2 Units <i>AND</i> MDA10018
DCO10004	Photography for Design	Prescribed Elective^
DCO10005	Typography	Prescribed Elective^
MPU3122	Falsafah dan Cabaran Semasa – BM (<i>Malaysian students</i>)	
MPU3152	Citra Malaysia (<i>International students</i>)	
S6 (Semester 1, 2029 - 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
DDD10001	20th Century Design	Prescribed Elective^
DCO20004	User Interface Design	Prescribed Elective^
MPU3412	Service Learning (<i>All students</i>)	

**Unit availability is subject to the yearly offering; please check with the head of department before proceeding with your enrolment.*

Course Structure

To qualify for the award of Bachelor of Media and Communication (Social Media & Journalism) 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
- Second 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

UI/UX Minor

DDD20015 Interaction Design (pre-req: DCO20004)
DDD20016 User Experience Design (pre-req: DDD20015) (only offered in Semester 1)
DDD30020 Interaction Design for Mobile Devices (pre-req: DCO20004)
MDA20026 Media Analytics and Visualizations (pre-req: 50 cps at Level 2 units or MDA10018 Content Creator Lab

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)
DDD20004 Contemporary Design Issues (pre-req: DDD10001)

***Students can opt to take the Work Integrated Learning (WIL) Placement, which is equivalent to 2 Elective Units**
