Bachelor of Media and Communication (Social Media)
Semester 1, 2024

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 2024		
Unit Code	Unit Title	Pre-req
MDA10001	Introduction to Media Studies	
MDA10008	Global Media Industries	
MDA10018	Content Creator Lab	
Component Unit	Elective	
MPU3273	Integrity and Anti-Corruption (*All students*)	
Winter Term | June/July 2024		
MPU3212	Bahasa Kebangsaan A (*Malaysian students who do not have SPM Bahasa Melayu credit*)	
Semester 2 2024		
Unit Code	Unit Title	Pre-req
MDA10012	Communicating with Data	
MDA10015	Social Media Strategy	
MDA10013	Digital Communities, Digital Selves	
Component Unit	Elective	
MPU3193	Philosophy and Current Issues (*All students*)	

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

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		

statement below)

* Advisable to enrol in Year One
* Email ltu@swinburne.edu.my for queries

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 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 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 Two

Semester 1 2025		
Unit Code	Unit Title	Pre-req
MDA20026	Media Analytics and Visualisation	50 CPs L2 **OR** MDA10018
MDA20028	Business of Media and Entrepreneurship	50CPs **OR** MDA10001 and MDA10018
Component Unit	Elective	
Component Unit	Elective	
MPU3183	Penghayatan Etika dan Peradaban (*Malaysian students*)	
MPU3143	Bahasa Melayu Komunikasi 2 (*International students*)	
Semester 2, 2025		
Unit Code	Unit Title	Pre-req
JOU20007	Interactive Storytelling	50 CPs L2 **OR** MDA10018
MDA20014	Media and Social Impact	
Component Unit	Elective	
Component Unit	Elective	

Year Three

Semester 1, 2026		
Unit Code	Unit Title	Pre-req
MDA30012	Researching Social Media Publics	50 CPs
MDA30021	Social Media Industry Project	62.5 CPs
Component Unit	Elective	
Component Unit	Elective	
Winter Term | June/July 2026		

DDD20034 Work Integrated Learning Placement - Design * (Optional)*

* Completing WIL as an exemption to 2 electives
* Students need to complete at least 12 units to enrol
* WIL placement can be taken in Year Three

Semester 2, 2026		
Unit Code	Unit Title	Pre-req
Component Unit	Elective	

Component Unit	Elective	
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 <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:
    - 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

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

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