

## Course progression map for 2019 commencing students

This progression map provides advice on the suitable sequencing of units and guidance on how to plan unit enrolment for each semester of study. It does not substitute for the list of required units as described in the course 'Requirements' section of the Handbook.

### B2044 Bachelor of Marketing and Bachelor of Media Communication

#### Specialisation: Journalism

	Bachelor of Marketing		Bachelor of Media Communication	
Year 1 Semester 1	MKF1120 Marketing theory and practice	ACF1200 Accounting for managers	ATS1206 Media challenges	ATS1089 Fundamentals of journalism
Year 1 Semester 2	MGF1010 Introduction to management	ECF1100 Microeconomics	ATS1119 Communicating in the digital era	ATS1090 Practice of journalism
Year 2 Semester 1	MKF2111 Buyer behaviour	ETF1100 Business statistics	ATS2784 News and power <i>or</i> ATS2787 Social media and digital storytelling	Specialisation 2 - 1st gateway chosen from either Digital Humanities, Media, Public Relations or Screen
Year 2 Semester 2	MKF2801 Marketing insights	MKF2121 Marketing research methods	Specialisation 2 - 1st gateway chosen from either Digital Humanities, Media, Public Relations or Screen	Specialisation elective
Year 3 Semester 1	MKF3461 Marketing communication	MKF2131 Marketing decision analysis	Specialisation elective	Level 2 or 3 Media practice lab unit
Year 3 Semester 2	Specialisation elective 1 (MKF or MKX from Caulfield campus)	MKF3121 Marketing planning and implementation	Specialisation elective	Level 3 Media practice lab unit
Year 4 Semester 1	BTF3181 Marketing law	Specialisation elective 2 (MKF or MKX from Caulfield campus) (Level 2 or 3)	ATS3265 Broadcast studio journalism <i>or</i> ATS3645 Journalism and global change	ATS3786 Journalism, law and ethics
Year 4 Semester 2	Specialisation elective 3 (MKF or MKX from Caulfield campus) (Level 2 or 3)	MKF3131 Strategic marketing (Capstone unit)	ATS3129 Arts internship (12 points) <i>or</i> ATS3935 Professional practice (6 points) and one elective unit	

Students are required to nominate their specialisation at the end of first year.

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Source: Monash University 2019 Handbook – <http://www.monash.edu.au/pubs/2019handbooks/maps/map-B2044.pdf>  
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## Course progression map for 2019 commencing students

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### B2044 Bachelor of Marketing and Bachelor of Media Communication

#### Specialisation: Media

	Bachelor of Marketing		Bachelor of Media Communication	
Year 1 Semester 1	MKF1120 Marketing theory and practice	ACF1200 Accounting for managers	ATS1206 Media challenges	ATS1279 Media and culture
Year 1 Semester 2	MGF1010 Introduction to management	ECF1100 Microeconomics	ATS1119 Communicating in the digital era	ATS1280 Understanding media
Year 2 Semester 1	MKF2111 Buyer behaviour	ETF1100 Business statistics	Cornerstone unit chosen from a list	Specialisation 2 - 1st gateway chosen from either Digital Humanities, Journalism, Public Relations or Screen
Year 2 Semester 2	MKF2801 Marketing insights	MKF2121 Marketing research methods	Specialisation 2 - 1st gateway chosen from either Digital Humanities, Journalism, Public Relations or Screen	Specialisation elective
Year 3 Semester 1	MKF3461 Marketing communication	MKF2131 Marketing decision analysis	Specialisation elective	Level 2 or 3 Media practice lab unit
Year 3 Semester 2	Specialisation elective 1 (MKF or MKX from Caulfield campus)	MKF3121 Marketing planning and implementation	Specialisation elective	Level 3 Media practice lab unit
Year 4 Semester 1	BTF3181 Marketing law	Specialisation elective 2 (MKF or MKX from Caulfield campus) (Level 2 or 3)	ATS3732 Communications and media studies: Contemporary debates or ATS3954 Media industry project	Specialisation elective
Year 4 Semester 2	Specialisation elective 3 (MKF or MKX from Caulfield campus) (Level 2 or 3)	MKF3131 Strategic marketing (Capstone unit)	ATS3129 Arts internship (12 points) or ATS3935 Professional practice (6 points) and one elective unit	

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## Course progression map for 2019 commencing students

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### B2044 Bachelor of Marketing and Bachelor of Media Communication

#### Specialisation: Screen

	Bachelor of Marketing		Bachelor of Media Communication	
Year 1 Semester 1	MKF1120 Marketing theory and practice	ACF1200 Accounting for managers	ATS1206 Media challenges	ATS1305 Introduction to film studies
Year 1 Semester 2	MGF1010 Introduction to management	ECF1100 Microeconomics	ATS1119 Communicating in the digital era	ATS1304 Introduction to television studios
Year 2 Semester 1	MKF2111 Buyer behaviour	ETF1100 Business statistics	ATS2529 Australian film and television: Local and global or ATS2964 Screen theories	Specialisation 2 - 1st gateway chosen from either Digital Humanities, Journalism, Media or Public Relations
Year 2 Semester 2	MKF2801 Marketing insights	MKF2121 Marketing research methods	Specialisation 2 - 1st gateway chosen from either Digital Humanities, Journalism, Media or Public Relations	Specialisation elective
Year 3 Semester 1	MKF3461 Marketing communication	MKF2131 Marketing decision analysis	Specialisation elective	Level 2 or 3 Media practice lab unit
Year 3 Semester 2	Specialisation elective 1 (MKF or MKX from Caulfield campus)	MKF3121 Marketing planning and implementation	Specialisation elective	Level 3 Media practice lab unit
Year 4 Semester 1	BTF3181 Marketing law	Specialisation elective 2 (MKF or MKX from Caulfield campus) (Level 2 or 3)	ATS3969 Screen studies in the digital era or ATS3970 The audio visual essay	Specialisation elective
Year 4 Semester 2	Specialisation elective 3 (MKF or MKX from Caulfield campus) (Level 2 or 3)	MKF3131 Strategic marketing (Capstone unit)	ATS3129 Arts internship (12 points) or ATS3935 Professional practice (6 points) and one elective unit	

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### B2044 Bachelor of Marketing and Bachelor of Media Communication

#### Specialisation: Digital humanities

	Bachelor of Marketing		Bachelor of Media Communication	
Year 1 Semester 1	MKF1120 Marketing theory and practice	ACF1200 Accounting for managers	ATS1206 Media challenges	ATS1208 Digital humanities: Concepts, tools and debates
Year 1 Semester 2	MGF1010 Introduction to management	ECF1100 Microeconomics	ATS1119 Communicating in the digital era	FIT1033 Foundations of 3D (S1) <i>or</i> FIT1052 Digital futures: IT shaping society (S1) <i>or</i> FIT1046 Interactive media foundations
Year 2 Semester 1	MKF2111 Buyer behaviour	ETF1100 Business statistics	Cornerstone unit chosen from a list	Specialisation 2 - 1st gateway chosen from either Journalism, Media, Public Relations or Screen
Year 2 Semester 2	MKF2801 Marketing insights	MKF2121 Marketing research methods	ATS2329 Project in applied digital humanities	Specialisation 2 - 1st gateway chosen from either Journalism, Media, Public Relations or Screen
Year 3 Semester 1	MKF3461 Marketing communication	MKF2131 Marketing decision analysis	Specialisation elective	Level 2 or 3 Media practice lab unit
Year 3 Semester 2	Specialisation elective 1 (MKF or MKX from Caulfield campus)	MKF3121 Marketing planning and implementation	Specialisation elective	Level 3 Media practice lab unit
Year 4 Semester 1	BTF3181 Marketing law	Specialisation elective 2 (MKF or MKX from Caulfield campus) (Level 2 or 3)	DGN3107 Digital humanities in action (12 points)	
Year 4 Semester 2	Specialisation elective 3 (MKF or MKX from Caulfield campus) (Level 2 or 3)	MKF3131 Strategic marketing (Capstone unit)	ATS3129 Arts internship (12 points) <i>or</i> ATS3935 Professional practice (6 points) and one elective unit	

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### B2044 Bachelor of Marketing and Bachelor of Media Communication

#### Specialisation: Public relations

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Year 1 Semester 1	MKF1120 Marketing theory and practice	ACF1200 Accounting for managers	ATS1206 Media challenges	ATS1125 Public relations foundations
Year 1 Semester 2	MGF1010 Introduction to management	ECF1100 Microeconomics	ATS1119 Communicating in the digital era	ATS1280 Understanding the media
Year 2 Semester 1	MKF2111 Buyer behaviour	ETF1100 Business statistics	ATS2996 Public relations and society	Specialisation 2 - 1st gateway chosen from either Digital Humanities, Journalism, Media or Screen
Year 2 Semester 2	MKF2801 Marketing insights	MKF2121 Marketing research methods	ATS2455 Public relations strategy	Specialisation 2 - 1st gateway chosen from either Digital Humanities, Journalism, Media or Screen
Year 3 Semester 1	MKF3461 Marketing communication	MKF2131 Marketing decision analysis	Specialisation elective	Level 2 or 3 Media practice lab unit
Year 3 Semester 2	Specialisation elective 1 (MKF or MKX from Caulfield campus)	MKF3121 Marketing planning and implementation	ATS3262 Critical issues in public relations	Level 3 Media practice lab unit
Year 4 Semester 1	BTF3181 Marketing law	Specialisation elective 2 (MKF or MKX from Caulfield campus) (Level 2 or 3)	ATS3254 Campaign management	Specialisation elective
Year 4 Semester 2	Specialisation elective 3 (MKF or MKX from Caulfield campus) (Level 2 or 3)	MKF3131 Strategic marketing (Capstone unit)	ATS3129 Arts internship (12 points) <i>or</i> ATS3935 Professional practice (6 points) and one elective unit	

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