



Macquarie University College

Enrolment Guide – Diploma of Marketing and Media (2025)

The Enrolment Guide below outlines the units that you must pass to successfully complete the [Diploma of Marketing and Media](#). You should follow this Enrolment Guide for the best learning experience, and to be able to finish your studies in 4 Terms.

You should refer to the [MQ Handbook](#) to check the articulation requirements for your preferred bachelor's degree.

Stage 1 – Your First Term at MQ College

Unit 1 (Essential) WBUS1020 Business Communication

Unit 2 (Essential) WMMC1015 Media Practice and Production

Stage 2 – Your Second Term at MQ College

Unit 1 (Essential) WSTA1250 Business Statistics and Insights

Unit 2 (Essential) WMMC1040 Introduction to Media and Mass Communications

Stage 3 – Your Third Term at MQ College

Unit 1 (Essential) WMKT1001 Marketing and Value Creation

Unit 2 (Essential) WMMC1050 Multimodal Storytelling

Stage 4 – Your Fourth Term at MQ College

Unit 1 (Essential) WMGM1002 Managing for Impact

Unit 2 (Essential) WMMC1110 Media Technologies

QUESTIONS? LODGE AN ENQUIRY THROUGH [SERVICE CONNECT](#)

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