



Year 1				
S1	MDIA 1002 Introduction to Media: Digital Revolutions	MDIA 1007 Digital Platforms	Arts Elective Level I	Arts Elective Level I
S2	MDIA 1004 Exploring TV & Radio	ARTS 1007 The Enquiring Mind: Freedom and Media (semester 1 or 2 or Winter School)	MARKETNG 1001 Introduction to Marketing I (semester 1 or 2)	Arts Elective Level I
Year 2				
S1	MDIA 2301 Media Policy and Media Law	MDIA 2302 Media Research Methods	MARKETNG 2503 Marketing Communications II	MARKETNG 2505 Market Research II
S2	MDIA 2306 Media Theory	MDIA 2336 Digital Storytelling	MARKETNG 2501 Consumer Behaviour II (summer school or semester 2)	MARKETNG 3504 Services Marketing III
Year 3				
S1	MDIA 3311 Media Industry Placement (6 unit) (Semester 1 or 2) or 2 x Media Closed Elective Level II or III		MARKETNG 3505 Management of Brands III	Arts Elective Level II or III
S2	MDIA 3310 Professional Practice	Media Closed Elective Level II or III	MARKETNG 3503 Market Strategy and Project III	MARKETNG 3501 International Marketing III
	Media course (core or closed elective)	Marketing Major course	Compulsory course	Arts Elective course

Degree information

You will complete 24 courses (72 units) to finish your degree, with not more than 8 courses (24 units) at Level I and at least 16 courses (48 units) at Level II and III. Most courses are worth 3 units each, except some Level III courses which are worth 6 units.

The Bachelor of Media requires completion of core courses, Media closed electives, and open electives.

Media Courses

There are eight core courses (24 units) that you must complete for your degree. There are also three Media closed elective courses (9 units), which you choose from a specific list. You can access the closed elective list at:

www.arts.adelaide.edu.au/current-students/undergrad/majorsminors/

Marketing Major

The major in Marketing comprises eight courses (24 units) in Marketing as shown above. Many of the Marketing courses have **assumed knowledge or prerequisites** so please plan your enrolment carefully.

You can access the Marketing major list on the Faculty of Arts website:

www.arts.adelaide.edu.au/current-students/undergrad/majorsminors/

Study plans for alternative majors in the Bachelor of Media are available at: www.arts.adelaide.edu.au/current-students/undergrad/degrees/

Arts Electives

Three electives (9 units) can be chosen from any discipline within the Faculty of Arts. Electives can be from the same or different areas of study.

For Faculty of Arts electives, see our website:

www.arts.adelaide.edu.au/current-students/undergrad/courses/

Ensure that you check any restrictions and pre-requisites.

Global Experience

A Global Learning experience may be included in your program. Please see arts.adelaide.edu.au/current-students/undergrad/exchange/

Further Information and Enrolment Advice

Faculty of Arts

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