

Year 1			
MDIA 1002 Key Concepts in Media	MDIA 1007 Digital Platforms	ARTS 1007 The Enquiring Mind or ARTS 1007OL The Enquiring Mind (online)	Elective Level I
MDIA 1020 Media Professions and Identities	Media Closed Elective Level I or Level II	MARKETNG 1001 Introduction to Marketing	Elective Level I
Year 2			
MDIA 2301 Media Policy and Media Law	MDIA 2302 Researching Media	MARKETNG 2010 Marketing Strategy	MARKETNG 2506 Building and Managing Brands
MDIA 2306 Approaches to Media	MDIA 2336 Digital Storytelling	MARKETNG 2501 Consumer Behaviour	Elective Level II
Year 3			
MDIA 3207 Media Industry Transitions	6 units	MARKETNG 3006 Delivering Customer Insights	MARKETNG 3005 Communicating in a Digital World
Media Closed Elective Level III	Media Closed Elective Level III	MARKETNG 3004 Marketing Planning Project	MARKETNG 3501 Marketing to the World
Media course	Elective	Marketing Major course	Compulsory course

Degree Information

You must complete 72 units to finish your degree, comprising at least 12 units (and a maximum of 24 units) at Level I, with at least 24 units at Level III. Courses are worth 3 units each, unless specified otherwise.

Compulsory Course

You must complete ARTS 1007/OL The Enquiring Mind.

Media Course

You must complete 27 units of Media Core courses and 9 units of Media Closed Electives.

Marketing Major

You must complete 24 units for the Marketing major.

Electives

You must complete 9 units of elective courses. Electives can be from the same or different areas of study.

For Faculty of Arts electives, see our website:

arts.adelaide.edu.au/study-with-us/student-support/enrolment-help/study-plans

For all elective options, visit the University course planner:

access.adelaide.edu.au/courses/search.asp

Study Overseas

A Study Overseas experience may be included in your program. Please see: www.arts.adelaide.edu.au/study-with-us/student-support/study-overseas

Further Information and Enrolment Advice

Faculty of Arts

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Email: arts@adelaide.edu.au

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Ensure that you check any restrictions and pre-requisites.