

2020 Study Plan

Bachelor of Media

with a major in Social Media and Digital Promotion

| Year 1 | | | |
|---|--|---|---|
| MDIA 1002 Key Concepts in Media | MDIA 1007 Digital Platforms | ARTS 1007 The Enquiring Mind or ARTS 1007OL The Enquiring Mind (online) | MDIA 1015 Screen and Sound Industries |
| MDIA 1020 Media Professions and Identities | Media Closed Elective Level I or Level II | MARKETNG 1001 Introduction to Marketing | MDIA 1019 Image and Brand |
| Year 2 | | | |
| MDIA 2301 Media Policy and Media Law | MDIA 2302 Researching Media | MARKETNG 2506 Building & Managing Brands | Elective Level II |
| MDIA 2306 Approaches to Media | MDIA 2336 Digital Storytelling | MDIA 2227 Media Relations | Elective Level II |
| Year 3 | | | |
| MDIA 3207 Media Industry Transitions | 6 units | MDIA 3341 Advanced Digital Promotion | MARKETNG 3005 Marketing Communications in a Digital World |
| Media Closed Elective Level III | Media Closed Elective Level III | MDIA 3338 Social Media & Digital Promotion: Project | |
| Media course | Elective | Compulsory course | Social Media and Digital Promotion Major 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.

Social Media and Digital Promotion Major

You must complete 27 units for the Social Media and Digital Promotion major.

Electives

You must complete 6 units of elective courses. Electives can be from different subject areas.

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

For all major lists, see our website:

<https://arts.adelaide.edu.au/study-with-us/student-support/enrolment-help/study-plans>

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.