

# Study Plan

## Master of Media (Strategic Communication) Conversion Masters

Year 1	
MDIA 7005 Media Relations	MDIA 7004 Social Media Management
MDIA 7006 Risk and Crisis Communication	MDIA 7009 Leadership in Strategic Communication
Year 2	
MDIA 7007 Researching Media	MDIA 7001 Media Masters Theory
MDIA 7008 Media Masters Research Project	
12 units	
Core course	Research Dissertation course

### Degree information

You must complete 48 units to finish your degree, comprising 24 units of core courses, and 24 units of Research Dissertation courses. Courses are worth 6 units each, unless specified otherwise.

### Core courses

You must complete 26 units of core courses as follows:

- MDIA 7001 Media Masters Theory
- MDIA 7004 Social Media Management
- MDIA 7005 Media Relations
- MDIA 7006 Risk and Crisis Communication
- MDIA 7009 Leadership in Strategic Communication

### Research Dissertation

You must complete 24 units of research dissertation courses as follows:

- MDIA 7001 Media Masters Theory
- MDIA 7007 Researching Media
- MDIA 7008 Media Masters Research Project

### Further Information and Enrolment Advice

Faculty of Arts

Book an appointment: [www.arts.adelaide.edu.au/appointments](http://www.arts.adelaide.edu.au/appointments)

Phone: +61 8 8313 5245

Email: [arts@adelaide.edu.au](mailto:arts@adelaide.edu.au)

[www.arts.adelaide.edu.au](http://www.arts.adelaide.edu.au)