

Year 1			
MDIA 1002 Introduction to Media	MDIA 1007 Digital Platforms	ARTS 1007 The Enquiring Mind or ARTS 1007OL The Enquiring Mind (online)	Elective Level I
MDIA 1004 Exploring TV & Radio	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 Media Research Methods	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
MDIA 3310 Professional Practice	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, with not more than 24 units at Level I, not more than 24 units at Level II, and not more than 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 30 units of Media Core courses and 6 units of Media Closed Electives from the list on page 2. Ensure that you check any restrictions and pre-requisites.

### 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. Ensure that you check any restrictions and pre-requisites.

For Faculty of Arts electives, see our website:

[www.arts.adelaide.edu.au/study-with-us/student-support/enrolment-help/study-plans](http://www.arts.adelaide.edu.au/study-with-us/student-support/enrolment-help/study-plans)

For all elective options, visit the University course planner:

<https://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](http://www.arts.adelaide.edu.au/study-with-us/student-support/study-overseas)

### Further Information and Enrolment Advice

Faculty of Arts

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)

## Media Closed Elective List

Level I				
S2	FILM	1001	French Cinema: History, Genre and Style	3
S2	MDIA	1013	Introduction to Virtual Reality Development/Design	3
Level II				
Summer/Winter	MDIA	2323	Applied Broadcast Television and Radio Journalism	3
Summer/Winter	MDIA	2328	Australian Stories: Fast Track Video Production	3
S1	MDIA	2333	Reporting: Principles and Practice	3
S2	MDIA	2334	Writing for News Media	3
Winter	MDIA	2335EX	Japanese Media Industries and Cultures*	3
S1	MDIA	2337	Virtual Reality Development/Design II	3
Level III				
S2	MDIA	3306	User Experience Design	3
S1	MDIA	3313	Asian Screen Media	3
S2	MDIA	3328	News in the Digital Age	3
S1/S2	MDIA	3330	Radio and Online Production and Broadcasting	6
S1	MDIA	3333	Long-form Journalism	3
S1/S2/Winter/Summer	PROF	3500	Undergraduate Professions Internship	3
OVERSEAS INTENSIVE COURSES				
January	USA		Business Communication and Negotiation Skills	3
January	Indonesia		Creative Arts & Design Professional Practicum	3
January	France		Luxury and Fashion Brand Management	3
June / July	Italy		Fashion Events and Public Relations	3
TBA	Italy		Italian Cinema, Storytelling and Film	3
January	Italy		Media and Communication for the Fashion Industry	3

\*Subject to approval

### OVERSEAS INTENSIVE COURSES

Students may study one of the overseas intensive courses listed above to receive 3 units of Advanced Level Media credit towards Closed Electives. The courses are offered as part of the Australian Institute for Mobility (AIM) Overseas program, and are taught in intensive mode (3 - 4 weeks in duration) in English.

Students must apply directly to AIM Overseas ([www.aimoverseas.com.au/](http://www.aimoverseas.com.au/)) and once accepted, register the experience through the [Study Overseas website](#) to gain Faculty approval.

Only courses approved by the Faculty can be credited toward your degree. Check the AIM Overseas website for application closing deadlines and course availability. For further information, contact the [Study Overseas Office](#).

Courses that may be available to study in subsequent years:

Level II				
MDIA	2331		Digital Games, Culture and Co-creation	3
MDIA	2332		Australian Media	3
Level III				
ANTH	3034		Visual and Media Anthropology	3
MDIA	3307		Surveillance and Big Data	3
MDIA	3312		Media Democracies and E-Participation	3
MDIA	3331		Popular Media: Text, Audience, Industry	3