



THE UNIVERSITY
of ADELAIDE



MASTER OF MEDIA

Strategic Communication

arts.adelaide.edu.au

Lead and control strategic dialogue.

Organisations of all kinds have become increasingly media-savvy.

Competition for audiences' attention is ever more intense.

The need for keenly targeted and strategically effective communication has never been greater—and demand for highly-skilled professionals with the judgement to lead it across multiple channels is following suit.

Why the University of Adelaide?

Safe and relaxed, Adelaide is ranked as one of the world's top 10 most liveable cities.*

The University of Adelaide has a five stars plus rating[^] in:

- Teaching
- Research
- Facilities
- Life Sciences and Medicine
- Inclusiveness
- Internationalisation
- Innovation
- Employability

*Economist Intelligence Unit Global Liveability Index 2019

[^]QS Star Rating, QS Higher Education Rankings

Fast Facts

The University of Adelaide

- is ranked in the top 1% of universities worldwide.
- welcome students from over 100 countries to our University each year, creating a vibrant campus community.
- is a member of the Group of Eight, a coalition of Australia's leading research intensive universities.
- is associated with 5 Nobel laureates.
- has produced 110 Rhodes scholars.

A postgraduate coursework degree at the University allows for study at the forefront of discovery, with access to state-of-the-art research facilities, cross-disciplinary programs, and a connection to a globally integrated and culturally diverse community.

What will you do?

Conducted over two years full-time, our Master of Media (Strategic Communication) will equip you to lead strategic communication planning, management and execution across all key channels: digital and social media, TV, radio and press.

You will graduate with:

- significantly enhanced strategic thinking, problem-solving and decision-making ability.
- highly advanced skills in creating and tailoring strategic messaging for all key media channels.
- deep understanding of the principles underlying media relationship-building.
- awareness of key media channels' unique consumption drivers.
- insight into current and forecast global media trends.

You'll also gain:

- valuable professional experience and connections through an extended industry placement and ongoing mentoring.
- high-level skills and understanding in either risk and crisis communication and brand messaging, depending on your course choices.

And you'll build outstanding research skills by doing a major second-year research project.

Courses

You will take these core courses:

- MDIA 7005 Media Relations
- MDIA 7004 Social Media Management
- MDIA 7006 Risk and Crisis Communication
- MDIA 7009 Leadership in Strategic Communication
- 12 units of research training and elective courses

And the research dissertation:

- MDIA 7008 Media Masters Research Project

Internships

You can undertake a 10 - 12 day internship: Leadership in Strategic Communication.

Your internship will give you real insight into your potential career through relevant and practical work-based or research-based experience.

It's also a great opportunity to build a valuable professional network of peers and mentors.

Where could it take you?

You'll graduate with the knowledge, skills and depth of insight to lead strategic communication in any sector, anywhere in the world—from advanced manufacturing to professional services, and Non-Governmental Organisations to Fast-Moving Consumer Goods organisations.

You'll be well equipped to guide the achievement of all organisational objectives: marketing, business development, community engagement and positive social change.

Professional Accreditation

Our Master of Media (Strategic Communication) has been granted accreditation by PRIA, the Public Relations Institute of Australia.

How to apply

Domestic students apply through SATAC at satac.edu.au

International students apply at international.adelaide.edu.au/

Visit www.adelaide.edu.au/degree-finder and search "media" to learn more.

FURTHER ENQUIRIES

The University of Adelaide SA 5005 Australia

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