

# Master of Media Media (Strategic Communication) Extension Study Plan 2021 commencement

*If you did not commence your degree in 2021, please refer to the plan for the year in which you started.*

## PROGRAM STRUCTURE

<b>UNITS AND LEVELS</b>	You must complete 36 units of courses.
<b>STRATEGIC COMMUNICATION</b>	<p>You must complete 12 units of strategic communication courses from the following:</p> <ul style="list-style-type: none"> <li>• MDIA 7004 Social Media Management (6 units)</li> <li>• MDIA 7005 Media Relations (6 units)</li> <li>• MDIA 7006 Risk and Crisis Communication (6 units)</li> <li>• MDIA 7009 Strategic Media Leadership (6 units)</li> </ul>
<b>RESEARCH</b>	<p>You must complete 6 units of research courses from the following:</p> <ul style="list-style-type: none"> <li>• MDIA 7007 Media Masters Research Methods (6 units) <i>OR</i></li> <li>• 6 units (2 courses) chosen from: <ul style="list-style-type: none"> <li>○ EDUC 7020 Qualitative Approaches to Research (3 units)</li> <li>○ EDUC 7054 Research Design (3 units)</li> <li>○ EDUC 7055 Research Communication (3 units)</li> </ul> </li> </ul>
<b>DISSERTATION</b>	You must complete 12 units of research dissertation courses.
<b>ELECTIVES</b>	<p>You must complete 6 units of electives from the following:</p> <ul style="list-style-type: none"> <li>• Any Level II or Level III MDIA course, as approved by the Program Coordinator</li> <li>• ARTS 7003 Arts Internship PG (6 units)</li> <li>• ARTS 7003EX Arts Internship PG (6 units)</li> <li>• ENTREP 5036 Entrepreneurial Concepts and Mindset (3 units)</li> <li>• ENTREP 7022 Creativity and Innovation (3 units)</li> <li>• ENTREP 7036 Digital Entrepreneurship (3 units)</li> <li>• LING 2038 Cross-Cultural Communication (3 units)</li> <li>• MARKETNG 3005 Marketing Communications in a Digital World (3 units)</li> <li>• MARKETNG 7023 Understanding Consumers (3 units)</li> <li>• MARKETNG 7032 Strategic Marketing (3 units)</li> <li>• MARKETNG 7104 Marketing Management (3 units)</li> <li>• MDIA 7003 Media Master Core (6 units)</li> <li>• POLIS 7021 Politics of the Internet: Pluralism in Digital Age (6 units)</li> <li>• SCIENCE 7020 Communicating Science (3 units)</li> </ul>

## LINKS AND FURTHER INFORMATION

- [Course Planner](#) Information about any University course, including semester/term availability, class times, unit value, restrictions and prerequisites.
- [University Calendar](#) All academic program rules – this is the definitive set of rules for your program.
- **Contact the Faculty of Arts:** [arts@adelaide.edu.au](mailto:arts@adelaide.edu.au) • +61 8 8313 5245 • [www.arts.adelaide.edu.au](http://www.arts.adelaide.edu.au)

## STUDENT CHARTER

Under the [University's Student Charter](#), it is the student's responsibility to enrol correctly in accordance with the University's program requirements, course prerequisites and University procedures, and ensure that your enrolment will enable you to graduate in your chosen program. If this study plan is unclear, please seek advice from the Faculty of Arts at the earliest opportunity.

# Master of Media Media (Strategic Communication) Extension

## Study Plan 2021 commencement

- This study plan functions as both a list of *courses you must complete* and as a record of *what you have completed*.
- Courses are not necessarily listed in a specific order – check Course Planner for availability in each semester/term.
- If you did not commence your degree in 2021, please refer to the plan for the year in which you started.

Student ID & Name:

	Course	Units	Status
<b>Year 1</b>			
Media	Choose from courses listed on page 1	6	
Media	Choose from courses listed on page 1	6	
Research	Choose from courses listed on page 1	6	
Elective	Choose from courses listed on page 1	6	
<b>Year 2</b>			
Dissertation	MDIA 7008 Media Masters Research Project	12	

EN = Enrolled, CM = Complete