

Graduate Diploma in Media (Strategic Communication)

Study Plan 2021, Semester 2 commencement

If you did not commence your degree in **Semester 2, 2021**, please refer to the plan for the year in which you started.

PROGRAM STRUCTURE

UNITS AND LEVELS	You must complete 24 units of courses to complete this program
CORE	You must complete 18 units of strategic communication courses
ELECTIVES	You must complete 6 units of elective courses from the list below.

ELECTIVE COURSES – choose 6 units from the following ((subject to availability):

- ARTS 7003 Arts Internship PG
- ARTS 7003EX Arts Internship PG
- MDIA 7003 Media Master Core
- MDIA 7009 Leadership in Strategic Communication
- ENTREP 5036 Entrepreneurial Concepts and Mindset
- ENTREP 7022 Creativity and Innovation
- ENTREP 7036 Digital Entrepreneurship
- LING 2038 Cross Cultural Communication
- SCIENCE 7020 Communicating Science
- POLIS 7021 Politics of the Internet: Pluralism in Digital Age
- MARKETNG 7032 Strategic Marketing (M)
- MARKETNG 7104 Marketing Management (M)
- MARKETNG 3005 Marketing Communications in a Digital World

or

Any Level II or Level III MDIA course, as approved by the Program Coordinator.

PLEASE NOTE

- A course is usually worth 3 units, with some worth 6, 9 or 12. Information about all courses can be found in Course Planner.
- Some courses have restrictions and/or prerequisites (i.e. other courses you must complete first) - check Course Planner to make sure you meet these, if applicable.

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 • +61 8 8313 5245 • 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.

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- 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 **Semester 2, 2021**, please refer to the plan for the year in which you started.
- For those students who commenced in **Semester 1, 2021** please refer to the 2021 Study Plan.

Student ID & Name:

	Course	Units	Status
Year 1			
Core	MDIA 7004 Social Media Management	6	
Core	MDIA 7005 Media Relations	6	
Core	MDIA 7006 Risk and Crisis Communication	6	
Elective	Choose 6 units from list on page 1	6	

EN = Enrolled, CM = Complete