

# Master of Media (Strategic Communication) Conversion Study Plan 2022 commencement

*If you did not commence your degree in 2022, please refer to the plan for the year in which you started.*

## PROGRAM STRUCTURE

<b>UNITS AND LEVELS</b>	You must complete 48 units of courses.
<b>MEDIA</b>	You must complete 24 units of strategic communication courses.
<b>RESEARCH ELECTIVES</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) <b>OR</b></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/OL Research Design (3 units)</li> <li>○ EDUC 7055OL Research Communication (3 units)</li> </ul> </li> </ul>
<b>DISSERTATION</b>	<p>You must complete 12 units of research courses from the following options:</p> <p><b>Option 1:</b> MDIA 7008 Media Masters Research Project (12 units) <b>OR</b> In the case of a part-time enrolment the following two courses must be completed in two consecutive semesters MDIA 7014A Media Masters Research Project A (6 units) MDIA 7014B Media Masters Research Project B (6 units)</p> <p><b>Option 2:</b> MDIA 7003 Media Master Core (6 units)</p> <p>Students who plan to undertake a PhD on completion of their Masters will need to present the 12-unit project - either MDIA 7008 or MDIA 7014A&amp;B Media Masters Research Project.</p>
<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>• ARTSEXP 7001 Workplace Experience (PG)</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> <p>*Can be taken in either Year 1 or Year 2, interchangeable with research course(s).</p>

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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*.
- If you did not commence your degree in 2022, please refer to the plan for the year in which you started.
- **Please Note:** Not all courses listed on this plan are available each year, and courses are not necessarily listed in a specific order – check Course Planner for availability in each semester/term.

## Student ID & Name:

	Course	Units	Status
<b>Year 1</b>			
Media	MDIA 7004 Social Media Management	6	
Media	MDIA 7005 Media Relations	6	
Media	MDIA 7006 Risk and Crisis Communication	6	
Media	MDIA 7009 Leadership in Strategic Communication	6	
<b>Year 2</b>			
Research Electives	Choose from courses listed on page 1*	6	
Dissertation FT	MDIA 7008 Media Masters Research Project	OR	12
Dissertation PT	MDIA 7014A Media Masters Research Project A MDIA 7014B Media Masters Research Project B		12
	OR		
Dissertation	MDIA 7003 Media Master Core (6 units)	6	
Elective	Choose from courses listed on page 1*	6	

EN = Enrolled, CM = Complete

## 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.