

**Program Code**

GCMSC

**Program Minimum Units**

12

**Standard Duration**

6 months

**Program Faculty**

Faculty of Arts

**AQF Level**

08

**Academic Year**

2022

These Program Rules should be read in conjunction with the University's policies (<http://www.adelaide.edu.au/policies>).

**Overview**

This program introduces students to the principles and practices of strategic communication. Students will develop foundational knowledge and practical skills in media relations and engagement, including digital media.

The Graduate Certificate in Media (Strategic Communication) is an AQF Level 8 qualification with a standard full-time duration of 0.5 years

**Conditions***Interruption of program:*

Students must apply for permission from the Executive Dean or delegate before taking a Leave of Absence. Any extension of the leave without approval will result in the loss of place in the program but an application may be made to be re-admitted to the program subject to the admission procedures in place at the time.

**Academic Program Rules for Graduate Certificate in Media (Strategic Communication) (GCertMedia(StratComm))**

There shall be a Graduate Certificate in Media (Strategic Communication) (GCertMedia(StratComm)).

**Qualification Requirements****Academic Program**

To qualify for the Graduate Certificate in Media (Strategic Communication), the student must satisfactorily complete a program of study consisting of the following requirements with a combined total of not less than 12 units, comprising:

1. Core courses to the value of 12 units.

### Core Courses

To satisfy the requirements for Core Courses students must complete courses to the value of 12 units.

Courses to the value of 12 units from the following:

MDIA 7004 [Social Media Management](#) (6 units)

MDIA 7005 [Media Relations](#) (6 units)

MDIA 7006 [Risk and Crisis Communication](#) (6 units)

MDIA 7009 [Leadership in Strategic Communication](#) (6 units)

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