

Program Code

GDMS

Program Minimum Units

24

Standard Duration

1 Year

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 in-depth knowledge and practical skills in media relations, social media management, risk and crisis communication, and will undertake targeted professional development.

The Graduate Diploma in Media (Strategic Communication) is an AQF Level 8 qualification with a standard full-time duration of 1 year.

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 Diploma in Media (Strategic Communication) (GDipMedia(StratComm))

There shall be a Graduate Diploma in Media (Strategic Communication) (GDipMedia(StratComm)).

**Qualification Requirements
Academic Program**

To qualify for the Graduate Diploma 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 24 units, comprising:

1. Core courses to the value of 18 units

2. Elective courses to the value of 6 units

Core Courses

To satisfy the requirements for Core Courses students must complete courses to the value of 18 units.

Core Courses

Courses to the value of 18 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)

Elective Courses

To satisfy the requirements for Elective Courses students must complete courses to the value of 6 units.

Courses to the value of 6 units from the following:

ARTSEXP 7001 [Workplace Experience Postgraduate](#) (6 units)

ENTREP 5036 [Entrepreneurial Concepts and Mindset](#) (3 units)

ENTREP 7022 [Creativity and Innovation](#) (3 units)

ENTREP 7036 [Digital Entrepreneurship](#) (3 units)

LING 2038 [Cross Cultural Communication](#) (3 units)

LING 7053 [Australian Indigenous Languages \(Kurna focus\) PG](#) (3 units)

MARKETNG 3005 [Marketing Communications in a Digital World](#) (3 units)

MARKETNG 7032 [Strategic Marketing \(M\)](#) (3 units)

MARKETNG 7104 [Marketing Management \(M\)](#) (3 units)

MDIA 7003 [Media Master Core](#) (6 units)

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

POLIS 7021 [Politics of the Internet](#) (6 units)

SCIENCE 7020 [Communicating Science](#) (3 units)

or

Any Level II or Level III MDIA course offered by the University that are available to the student, with the approval of the Program Coordinator.

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