

Program Code

MMESC

Program Minimum Units

48

Standard Duration

2 Years

Program Faculty

Faculty of Arts

AQF Level

09

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 provides students with an advanced understanding of the principles and practices of strategic communication. Students will acquire in-depth knowledge and practical skills in media relations, social media management, risk and crisis communication, and will undertake targeted professional development. They will also develop the research skills necessary to investigate essential issues in strategic communication theory and practice.

The Master of Media (Strategic Communication) is an AQF Level 9 Masters qualification.

The Master of Media (Strategic Communication) as a Conversion qualification has a standard full-time duration of 2 years.

The Master of Media (Strategic Communication) as an Extension qualification, it has a standard full-time duration of 1.5 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 Master of Media (Strategic Communication) (MMedia(StratComm))

There shall be a Master of Media (Strategic Communication) (MMedia(StratComm)).

**Qualification Requirements
Academic Program**

To qualify for the degree of Master of Media (Strategic Communication), as a Conversion program, the student must satisfactorily complete a program of study consisting of the following requirements with a combined total of not less than 48 units, comprising:

1. Core courses to the value of 24 units.
2. Research courses to the value of 18 units.
3. Elective courses to the value of 6 units.

Or

1. Core courses to the value of 24 units.
2. Research courses to the value of 12 units.
3. Elective courses to the value of 12 units.

To qualify for the degree of Master of Media (Strategic Communication), as an Extension program, the student must satisfactorily complete a program of study consisting of the following requirements with a combined total of not less than 36 units, comprising:

1. Core courses to the value of 12 units.
2. Research courses to the value of 18 units.
3. Elective courses to the value of 6 units.

Or

1. Core courses to the value of 12 units.
2. Research courses to the value of 12 units.
3. Elective courses to the value of 12 units.

Conversion Program

To satisfy the requirements for Conversion Program students must complete courses to the value of 48 units.

Core

All of the following courses must be completed:

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)

Research - Option 1

Students complete 12 units of research dissertation of not longer than 15,000 words and 6 units of Research electives.

Students who plan to undertake a PhD on completion of their MMedia will need to present the 12-unit project - either MDIA 7008 or MDIA 7014A&B Media Masters Research Project.

All of the following courses must be completed:

In the case of full-time enrolment students must take the following:

MDIA 7008 [Media Masters Research Project](#) (12 units)

or

Courses to the value of 12 units from the following:

In the case of part-time enrolment the following two courses must be completed in consecutive semesters. Students are required to take both Part A and the matching Part B course:

MDIA 7014A [Media Masters Research Project A](#) (0 units)
MDIA 7014B [Media Masters Research Project B](#) (12 units)

and

Courses to the value of 6 units from the following:
EDUC 7020 [Qualitative Approaches to Research](#) (3 units)
EDUC 7020OL [Qualitative Approaches to Research](#) (3 units)
EDUC 7054 [Research Design](#) (3 units)
EDUC 7054OL [Research Design](#) (3 units)
EDUC 7055 [Research Communication](#) (3 units)
EDUC 7055OL [Research Communication](#) (3 units)

Research - Option 2

Students complete 6 units of research thesis of not longer than 8,000 words and 6 units of additional electives.

All of the following courses must be completed:
MDIA 7003 [Media Master Core](#) (6 units)

and

All of the following courses must be completed:
MDIA 7007 [Media Masters Research Methods](#) (6 units)

or

Courses to the value of up to 6 units may be taken from the following:
EDUC 7020 [Qualitative Approaches to Research](#) (3 units)
EDUC 7020OL [Qualitative Approaches to Research](#) (3 units)
EDUC 7054 [Research Design](#) (3 units)
EDUC 7054OL [Research Design](#) (3 units)
EDUC 7055 [Research Communication](#) (3 units)
EDUC 7055OL [Research Communication](#) (3 units)

Extension Program

To satisfy the requirements for Extension Program students must complete courses to the value of 36 units.

Core

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)

Research - Option 1

Students complete 12 units of research dissertation of not longer than 15,000 words and 6 units of electives.

Students who plan to undertake a PhD on completion of their MMedia will need to present the 12-unit project - either MDIA 7008 or MDIA 7014A&B Media Masters Research Project.

All of the following courses must be completed:

In the case of full-time enrolment students must take the following:

MDIA 7008 [Media Masters Research Project](#) (12 units)

or

All of the following courses must be completed:

In the case of part-time enrolment the following two courses must be completed in consecutive semesters. Students are required to take both Part A and the matching Part B course:

MDIA 7014A [Media Masters Research Project A](#) (0 units)

MDIA 7014B [Media Masters Research Project B](#) (12 units)

and

Courses to the value of 6 units from the following:

MDIA 7007 [Media Masters Research Methods](#) (6 units)

or

Courses to the value of up to 6 units may be taken from the following:

EDUC 7020 [Qualitative Approaches to Research](#) (3 units)

EDUC 7020OL Qualitative Approaches to Research (3 units)

EDUC 7054 [Research Design](#) (3 units)

EDUC 7054OL [Research Design](#) (3 units)

EDUC 7055 Research Communication (3 units)

EDUC 7055OL [Research Communication](#) (3 units)

Research - Option 2

Students complete 6 units of research thesis of not longer than 8,000 words and 6 units of additional electives.

All of the following courses must be completed:

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

and

All of the following courses must be completed:

MDIA 7007 [Media Masters Research Methods](#) (6 units)

or

Courses to the value of up to 6 units may be taken from the following:

EDUC 7020 [Qualitative Approaches to Research](#) (3 units)

EDUC 7020OL Qualitative Approaches to Research (3 units)

EDUC 7054 [Research Design](#) (3 units)

EDUC 7054OL [Research Design](#) (3 units)

EDUC 7055 Research Communication (3 units)

EDUC 7055OL [Research Communication](#) (3 units)

Electives

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

To satisfy the requirements for the Electives students must complete courses to the value of 6 units for Option 1 and 12 units for Option 2.

Electives

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 \(Karna focus\) PG](#) (3 units)
- MARKETNG 3005 [Marketing Communications in a Digital World](#) (3 units)
- MARKETNG 7023 [Understanding Consumers \(M\)](#) (3 units)
- MARKETNG 7032 [Strategic Marketing \(M\)](#) (3 units)
- MANAGEMENT 7104 [Marketing Management](#) (3 units)
- MDIA 7003 [Media Master Core](#) (6 units)
- POLIS 7021 [Politics of the Internet](#) (6 units)
- SCIENCE 7020 [Communicating Science](#) (3 units)

Courses to the value of up to 6 units may be taken from the following:

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

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