

Bachelor of Media

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

Overview

The Bachelor of Media degree provides students with a thorough understanding of contemporary media and how this complex industry is rapidly evolving under the influence of changing technologies and the different needs of societies around the world. Students may develop distinctive pathways through the program that allow them to develop knowledge and skills in relation to different facets of practical and theoretical understanding of media. Students who complete this degree program may go on to careers in a wide range of organisations in the media industry or employers that seek the specialist media experience of graduates to enhance work in their own areas.

The Bachelor of Media degree comprises 72 units: 36 units of core courses and 36 units of electives. The standard duration of the program is three years of full-time study or part-time equivalent.

1. Academic Program Rules for Bachelor of Media

1.1 There shall be a degree of Bachelor of Media.

2. Qualification Requirements

2.1 Academic Program

To qualify for the degree of Bachelor of Media the candidate must complete satisfactorily a program of study consisting of the following courses with a combined total of not less than 72 units:

Students must complete:

- i 24 units of compulsory courses listed in 2.1.1; *and*
- ii 12 units of Media elective courses from those listed in 2.1.2; *and*
- iii 12 units of Level I elective courses as listed in 2.1.3; *and*
- iv 12 units of Advanced Level or Level II elective courses as listed in 2.1.4; *and*
- v 12 units of Advanced Level or Level III elective courses as listed in 2.1.5.

2.1.1 Compulsory Courses

MDIA 1002 Introduction to Media: Digital Revolutions	3
MDIA 1004 Broadcast: Television & Radio.....	3
MDIA 1006 Story/Technology: Writing Techniques	3
MDIA 1007 Digital Platforms	3
MDIA 2301 Media Policy and Media Law	3
MDIA 2302 Media Research Methods.....	3
MDIA 2306 Media Theory.....	3
MDIA 3310 Professional Practice	3

2.1.2 Approved Media Elective Courses

MDIA 2303 Global Media: Policies and Practices.....	3
MDIA 2322 Radio Production A.....	3
MDIA 2328 Australian Stories: Fast Track Video Production	3
MDIA 2331 Digital Games, Culture and Co-creation.....	3
MDIA 2332 Australian Media.....	3
MDIA 3204 Creative Industries, Peoples and Practices	3
MDIA 3311 Media Industry Placement.....	6
MDIA 3312 Media Democracies and E-Participation.....	3
MDIA 3322 Radio Production B.....	3

2.1.3 Introductory Level Elective Courses

12 units of Level I courses chosen from those listed in 6.1 for the Bachelor of Arts, or other courses offered by the University at Level I, that are available to the candidate 12

2.1.4 Advanced Level or Level II Elective Courses

12 units of Advanced Level or Level II courses chosen from those listed in 6.2 or 6.4 for the Bachelor of Arts, or other courses offered by the University, that are available to the candidate, including courses from 2.1.2 not otherwise incorporated into the student's core program of study 12

2.1.5	Advanced Level or Level III Elective Courses 12 units of Advanced Level or Level III courses chosen from those listed in 6.3 or 6.4 for the Bachelor of Arts, including courses from 2.1.2 not otherwise incorporated into the student's core program of study	12
2.1.6	Marketing Major Students who wish to undertake a major in Marketing may elect to complete the following courses in lieu of 24 units taken from 2.1.4 and 2.1.5: Level II MARKETNG 2500 Introduction to Marketing II	3
	MARKETNG 2501 Consumer Behaviour II	3
	and two of the following courses: COMMGMT 2500 Organisational Behaviour II.....	3
	COMMGMT 2501 Management II.....	3
	ECON 2500 International Trade & Investment Policy II.....	3
	INTBUS 2500 International Business II.....	3
	<i>or</i> Two Level II or Level III courses chosen from International Business, Management or Marketing, that the candidate may elect to complete Level III MARKETNG 3502 Market Research III	3
	MARKETNG 3503 Market Strategy and Project III	3
	and two of the following courses: MARKETNG 3500 Marketing Communications III.....	3
	MARKETNG 3501 International Marketing III	3
	MARKETNG 3504 Services Marketing III.....	3
	MARKETING 3505 Management of Brands III.....	3