

*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 a total of 72 units of courses, with: <ul style="list-style-type: none"> <li>at least 12 units and no more than 24 units of Level 1 courses;</li> <li>at least 24 units of Level 3 courses.</li> </ul>
<b>CORE COURSE</b>	ARTS Core Competency course (refer to Arts Core Competency list)
<b>MEDIA</b>	You must complete 36 units of Media courses, which includes 9 units of Media Closed Electives.
<b>MAJOR</b>	You must complete 24 units of Marketing courses.
<b>ELECTIVES</b>	You must complete 9 units of elective courses.

### LEVEL 3 MARKETING COURSES – choose 9 units from the following:

MARKETNG 3005 Communicating in a Digital World

MARKETNG 3501 Marketing to the World

MARKETNG 3006 Delivering Customer Insights

MARKETNG 3510 Contemporary Issues in Marketing#

# Contemporary Issues in Marketing is permitted 'by invitation' only to those students who have excelled in previous marketing courses.

### PLEASE NOTE

- The course list for Media closed electives can be found on the Faculty of Arts website.
- A course is usually worth 3 units, with some worth 6, 9 or 12. Information about all courses can be found in Course Planner.
- Some courses have restrictions and/or prerequisites (i.e. other courses you must complete first) - check Course Planner to make sure you meet these, if applicable.
- If you think you might like to undertake an internship or go on exchange, plan early in your degree so you don't miss out.

### LINKS AND FURTHER INFORMATION

- [Study Plans, Majors, Minors and Arts Electives lists](#) Electives from other Faculties can be found via Course Planner.
- [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.
- [Study Overseas](#) A Study Overseas experience may be included in your program.
- [Internships](#) Enhance your career prospects with an internship with one of our industry, community or government partners.
- 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.

- 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	Level	Units	Status
<b>Year 1</b>				
Core	ARTS Core Competency course (refer to Arts Core Competency list)	1	3	
Media	MDIA 1002 Key Concepts in Media	1	3	
Media	MDIA 1007 Digital Platforms	1	3	
Media	MDIA 1020 Media Professions and Identities	1	3	
Media	Level 1 or 2 Media Closed Elective course	1 or 2	3	
Major	MARKETNG 1001 Introduction to Marketing	1	3	
Elective	Level 1 course	1	3	
Elective	Level 1 course	1	3	
<b>Year 2</b>				
Media	MDIA 2301 Media Policy and Media Law	2	3	
Media	MDIA 2302 Researching Media	2	3	
Media	MDIA 2306 Approaches to Media	2	3	
Media	MDIA 2336 Stories on Screen	2	3	
Media	Level 2 Media Closed Elective course	2	3	
Major	MARKETNG 2010 Marketing Strategy	2	3	
Major	MARKETNG 2501 Consumer Behaviour	2	3	
Major	MARKETNG 2506 Building & Managing Brands	2	3	
<b>Year 3</b>				
Media	MDIA 3207 Media Industry Transitions	3	6	
Media	Level 3 Media Closed Elective course	3	3	
Major	MARKETNG 3004 Marketing Planning Project	3	3	
Major	Level 3 Marketing course (choose from list on page 1)	3	3	
Major	Level 3 Marketing course (choose from list on page 1)	3	3	
Major	Level 3 Marketing course (choose from list on page 1)	3	3	
Elective	Level 3 course	3	3	

EN = Enrolled, CM = Complete

Major: Marketing

Prepared by:

Date:

Notes: