

Media and Communications

Year and Campus:	2015																																							
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Contact:	Enquiries Phone: 13 MELB (13 6352) Email: 13MELB@unimelb.edu.au (mailto:13MELB@unimelb.edu.au)																																							
Overview:	See program overview																																							
Learning Outcomes:	See program objectives																																							
Structure & Available Subjects:	<p>Duration: 6 months full-time / 1 year part-time</p> <p>The Graduate Certificate in Arts in this area of specialisation requires:</p> <ul style="list-style-type: none"> # one core subject (12.5 points) # three elective subjects (37.5 points) <p>Total 50 points</p> <p>Please note: students can only take 12.5 points of elective subjects at first-year level</p>																																							
Subject Options:	<p>Core Subjects</p> <p>12.5 points</p> <table border="1"> <thead> <tr> <th>Subject</th> <th>Study Period Commencement:</th> <th>Credit Points:</th> </tr> </thead> <tbody> <tr> <td>MECM40003 Researching Audiences and Reception</td> <td>Semester 1</td> <td>12.50</td> </tr> <tr> <td>MECM40007 Change in Journalism</td> <td>Semester 2</td> <td>12.50</td> </tr> </tbody> </table> <p>Elective Subjects</p> <p>37.5 points</p> <table border="1"> <thead> <tr> <th>Subject</th> <th>Study Period Commencement:</th> <th>Credit Points:</th> </tr> </thead> <tbody> <tr> <td>MECM10003 Media and Society</td> <td>Semester 1</td> <td>12.50</td> </tr> <tr> <td>MECM20003 Net Communications</td> <td>Semester 2</td> <td>12.50</td> </tr> <tr> <td>MECM20006 Understanding Australian Media</td> <td>Semester 1</td> <td>12.50</td> </tr> <tr> <td>MECM20009 Introduction to Media Writing</td> <td>Not offered 2015</td> <td>12.50</td> </tr> <tr> <td>MECM20010 Comparing Media Systems</td> <td>Semester 1</td> <td>12.50</td> </tr> <tr> <td>MECM20011 Approaches to Media Research</td> <td>Semester 2</td> <td>12.50</td> </tr> <tr> <td>MECM30004 Media Futures and New Technologies</td> <td>Semester 2</td> <td>12.50</td> </tr> <tr> <td>MECM30010 Writing Journalism</td> <td>Semester 1</td> <td>12.50</td> </tr> <tr> <td>MECM30013 Marketing Communications</td> <td>Semester 2</td> <td>12.50</td> </tr> </tbody> </table>	Subject	Study Period Commencement:	Credit Points:	MECM40003 Researching Audiences and Reception	Semester 1	12.50	MECM40007 Change in Journalism	Semester 2	12.50	Subject	Study Period Commencement:	Credit Points:	MECM10003 Media and Society	Semester 1	12.50	MECM20003 Net Communications	Semester 2	12.50	MECM20006 Understanding Australian Media	Semester 1	12.50	MECM20009 Introduction to Media Writing	Not offered 2015	12.50	MECM20010 Comparing Media Systems	Semester 1	12.50	MECM20011 Approaches to Media Research	Semester 2	12.50	MECM30004 Media Futures and New Technologies	Semester 2	12.50	MECM30010 Writing Journalism	Semester 1	12.50	MECM30013 Marketing Communications	Semester 2	12.50
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Links to further information:	http://www.culture-communication.unimelb.edu.au/																																							

Related Course(s):	Graduate Certificate in Arts
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