

# Graduate Certificate in Arts - Media and Communications

<b>Year and Campus:</b>	2016																																						
<b>Coordinator:</b>	Dr Carolyne Lee																																						
<b>Contact:</b>	Email: <a href="mailto:carolyne@unimelb.edu.au">carolyne@unimelb.edu.au</a> (mailto:carolyne@unimelb.edu.au)																																						
<b>Overview:</b>	See program overview																																						
<b>Learning Outcomes:</b>	See program learning outcomes																																						
<b>Structure &amp; Available Subjects:</b>	<p><b>Duration:</b> 6 months full-time / 1 year part-time</p> <p><b>Program Requirements -</b></p> <ul style="list-style-type: none"> <li># one core subject (12.5 points)</li> <li># elective subjects (37.5 points)</li> </ul> <p><b>Total 50 points</b></p> <p><b>Please note:</b> students can only take 12.5 points of elective subjects at first-year level</p>																																						
<b>Subject Options:</b>	<p><b>Core Subjects</b></p> <p>1 core subject (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>12.5</td> </tr> <tr> <td>MECM40007 Change in Journalism</td> <td>Semester 2</td> <td>12.5</td> </tr> </tbody> </table> <p><b>Elective Subjects</b></p> <p>37.5 points</p> <p><b>Please note:</b> students can only take 12.5 points of elective subjects at first-year level</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>12.5</td> </tr> <tr> <td>MECM20003 Net Communications</td> <td>Semester 2</td> <td>12.5</td> </tr> <tr> <td>MECM20006 Understanding Australian Media</td> <td>Semester 1</td> <td>12.5</td> </tr> <tr> <td>MECM20010 Comparing Media Systems</td> <td>Semester 1</td> <td>12.5</td> </tr> <tr> <td>MECM20011 Approaches to Media Research</td> <td>Semester 2</td> <td>12.5</td> </tr> <tr> <td>MECM30004 Media Futures and New Technologies</td> <td>Semester 2</td> <td>12.5</td> </tr> <tr> <td>MECM30010 Writing Journalism</td> <td>Semester 1</td> <td>12.5</td> </tr> <tr> <td>MECM30013 Marketing Communications</td> <td>Semester 2</td> <td>12.5</td> </tr> </tbody> </table>			Subject	Study Period Commencement:	Credit Points:	MECM40003 Researching Audiences and Reception	Semester 1	12.5	MECM40007 Change in Journalism	Semester 2	12.5	Subject	Study Period Commencement:	Credit Points:	MECM10003 Media and Society	Semester 1	12.5	MECM20003 Net Communications	Semester 2	12.5	MECM20006 Understanding Australian Media	Semester 1	12.5	MECM20010 Comparing Media Systems	Semester 1	12.5	MECM20011 Approaches to Media Research	Semester 2	12.5	MECM30004 Media Futures and New Technologies	Semester 2	12.5	MECM30010 Writing Journalism	Semester 1	12.5	MECM30013 Marketing Communications	Semester 2	12.5
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<b>Links to further information:</b>	<a href="http://www.culture-communication.unimelb.edu.au/">http://www.culture-communication.unimelb.edu.au/</a>																																						
<b>Related Course(s):</b>	Graduate Certificate in Arts																																						