

# Master of Digital Communications (2 years) (MDCM) Study Planner

|                     |                   |   |   |   |   |
|---------------------|-------------------|---|---|---|---|
| <b>First Level</b>  | <b>Semester 1</b> | <b>COMS8000</b><br>Digital Nexus: The Core of Modern Communication  | <b>COMS8001</b><br>Navigating the Frontier: Emerging Communication Technology | <b>COMS9003</b><br>Strategic Communication and Public Relations GE  | <b>Select one of:</b><br>BUSN9049 Artificial Intelligence in Business Practice<br>OR<br>VEED9001 Digital Graphic Design Fundamentals  |
|                     | <b>Semester 2</b> | <b>CREA8106</b><br>Crafting Narratives in the Digital Epoch<br>Transmedia Content and Multimedia Storytelling | <b>SCME9002</b><br>Social media and Digital Platforms                         | <b>Select one of:</b><br>BUSN9155 Digital Marketing and Analytics<br>OR<br>VEED9002 Motion Capture and Virtual Production | <b>Select one of:</b><br>BUSN9153 Emerging Business Models: Disruption, Collaboration and Competition<br>OR<br>COMP9030 Human Factor for Interactive and Web-Based Systems GE |
| <b>Second Level</b> | <b>Semester 1</b> | <b>COMS9005A</b><br>Student Led Agency (9/18 units)   |   | <b>CREA9407</b><br>Entrepreneurship in the Creative Industries  | <b>Select one of:</b><br>BUSN9148 Marketing in a Digital Age<br>Or<br>BUSN9264 Consumer Behaviour   |
|                     | <b>Semester 2</b> | <b>COMS9005B *</b><br>Student Led Agency (9/18 units)   |   | <b>CREA9408</b><br>The Digital Communication Practitioner Brand Development   | <b>CREA9409*</b><br>Digital Communications Practitioner Professional ePortfolio   |

**Key:**

|               |
|---------------|
| Core Topics   |
| Option Topics |

**\* Pre-requisites apply**

Please note:

- This document is provided as a guide only. Students are responsible for ensuring that they have completed their study according to the official [Course Rule](#).
- Topic information for all topics, including pre-requisites can be found on the [Topic Page](#)
- General enrolment assistance is available via [Ask Flinders](#)
- For specific course advice e-mail: [courseadvice.HASS@flinders.edu.au](mailto:courseadvice.HASS@flinders.edu.au)