

Master of Digital Media

Course code: AMDM (Commencing 1BI 2025)

Course Requirements

To attain the Master of Digital Media students will be required to complete 192 credit points consisting of:

Option A

- 156 credit points of Core Studies
- 36 credit points of Elective Studies.

OR

Option B

- 168 credit points of Core Studies
- 24 credit points of Elective Studies

Students are required to enrol in all units for semester 1 and 2, and are not permitted to enrol in more than 48 credit points per semester as a full-time load.

Credit Points

A credit point is used to measure the study load for a unit. A standard unit consists of 12 credit points, with each completed unit's credit points adding up to meet your required total of credit points to complete your course.

Further Information

Unit and course information is available from the University course search site at <http://vu.edu.au/course-search> or go to <https://askvu.vu.edu.au> or Phone VUHQ on 03 9919 6100

Campus

City Campus (CC)

College

College of Arts, Business, Law, Education and IT

Study Mode

Full Time or Part Time

Duration

2 Years Full Time or Part Time equivalent

Fee Type

For information on course fees, refer to <http://vu.edu.au/fees>

Application Method

VTAC - <https://vtac.edu.au>
Direct Application - <https://gotovu.custhelp.com/app/landing>

Timetable

vu.edu.au/timetables

Course Chair

Natasha Dwyer

Course Advice

AskCUA - <https://askvu.vu.edu.au/app/askcua>

Year 1

Unit Code	Unit Title	Unit Type	Sem	Credit Points	Campus	Pre-Requisites
ADL6001	Engaging Learners in Digital Environments	Core	1B1	12	ORT	
ADM6012	Web Technologies	Core	1B2	12	CC	
ADM6013	Analysing the Web and Social Networks	Core	1B3	12	ORT	
ADM6005	Design Management	Core	1B4	12	CC	
AAA5002	Research Methods	Core	2B1	12	CC	Successful completion of four units
AET6005	Digital Learning Platforms	Core	2B2	12	ORT	
ADM6011	Video Production	Core	2B3	12	CC	
ADM6002	Digital Media for Sport and Health	Core	2B4	12	CC	

Students should be enrolling in the above sequence patterns only. Unit offerings have been created by your discipline for your specific course. If the unit quota is full, please contact [AskCUA](#) for course advice.

Prerequisites

A number of units within the degree have 'prerequisites'. These prerequisites must be met before enrolment in the unit is permitted. Generally these prerequisites require the successful completion of a unit or units taken at an earlier stage in the course. Students should pay particular attention to these prerequisite requirements as failure to meet these can seriously hinder progression through the course.

Core

A unit that must be completed

Year 2 - Option A

Unit Code	Unit Title	Unit Type	Sem	Credit Points	Campus	Pre-Requisites	◆	◆	◆
ADM7001	Research Project	Core	1B1	12	CC	Successful completion of 8 postgraduate units or equivalent from the Digital Media program	◆	◆	◆
BMO6050	Art and Practice of Leadership	Core	8WB1, 8WB3	12	CC		◆	◆	◆
ADM7002	Communicating Research	Core	1B3	12	CC	Successful completion of 8 postgraduate units or equivalent from the Digital Media program	◆	◆	◆
BMO6622	Managing Innovation and Entrepreneurship	Core	8WB3	12	CC		◆	◆	◆
BMO7005	Business Consulting	Core	8WB3	12	CC		◆	◆	◆
BCO7000	Business Analytics and Visualisation	Core	8WB3, 8WB4	12	CC		◆	◆	◆
Select a unit from the following options:									
BCO6008	Predictive Analysis		8WB1	12	CC	BCO7000 and BCO7006 Please contact AskCUA to enrol in BCO6008	◆	◆	◆
OR									
BMO5501	Business Ethics and Sustainability		8WB1, 8WB3, 8WB4	12	CC		◆	◆	◆
BCO7007	Artificial Intelligence and Machine Learning for Business		8WB3	12		BCO7006 Please contact AskCUA to enrol in BCO7007	◆	◆	◆
OR									
BHO6505	Marketing Management		8WB2	12	CC		◆	◆	◆

Students are required to complete Option A OR Option B.

Year 2 - Option B

Unit Code	Unit Title	Unit Type	Sem	Credit Points	Campus	Pre-Requisites
ASA6003	Research Thesis (Part 1)	Core	S1, S2	24	CC	AAA5002 Students must have scored 75% or above in AAA5002 Research Methods in order to undertake ASA6003 Research Thesis (Part 1) and ASA6004 Research Thesis (Part 2).
ASA6004	Research Thesis (Part 2)	Core	S1, S2	24	CC	ASA6003
BCO7000	Business Analytics and Visualisation	Core	8WB3, 8WB4	12	CC	
BMO6050	Art and Practice of Leadership	Core	8WB1, 8WB3	12	CC	
BMO6622	Managing Innovation and Entrepreneurship	Core	8WB3	12	CC	
Select a unit from the following options:						
BCO6008	Predictive Analysis		8WB1	12	CC	BCO7000 and BCO7006 Please contact AskCUA to enrol in BCO6008
OR						
BMO5501	Business Ethics and Sustainability		8WB1, 8WB3, 8WB4	12	CC	

Students are required to complete Option A OR Option B.

