

COURSE DELIVERY PLAN 2025

Master of Digital Media

COURSE CODE: AMDM

Commencing 1B1 2026

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	Direct Application - https://gotovu.custhelp.com/app/landing
TIMETABLE	vu.edu.au/timetables
COURSE REQUIREMENTS	<p>To attain the Master of Digital Media students will be required to complete 192 credit points consisting of:</p> <p>Option A 156 credit points of Core Studies 36 credit points of Elective Studies.</p> <p>OR Option B 168 credit points of Core Studies 24 credit points of Elective Studies</p>
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
COURSE CHAIR	Natasha Dwyer
COURSE ADVICE	AskVU https://askvu.vu.edu.au/app/askcua

Note: 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.

Core/Elective Core (a unit that must be completed) & Elective (you have some choice in what you select).

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.

Date of Publication: This information is current as of October 24, 2024. It is provided as information only and does not form part of a contract between any person and Victoria University.



VICTORIA UNIVERSITY

For further course information phone 1300 VICUNI/vu.edu.au
Victoria University CRICOS Provider No. 00124K (Melbourne), 02475D (Sydney and Brisbane)

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COURSE DELIVERY PLAN 2025

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	
Or						
ADM6014	PROFESSIONAL INTERNSHIP		TBC	12		Successful completion of four units in this course or by approval of coordinator
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.



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YEAR 2

Students are required to complete Option A or B

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
ADM7002	Communicating Research	Core	1B2	12	CC	Students must complete the equivalent of at least 8 units from the postgraduate program in Digital Media before undertaking this unit
BMO6050	Art and Practice of Leadership	Core	8WB2	12	CC	
Elective Unit		Elective	8WB2			
BMO6622	Managing Innovation and Entrepreneurship	Core	8WB3	12	CC	
BMO7005	Business Consulting	Core	8WB3	12	CC	
BCO7000	Business Analytics and Visualisation	Core	8WB4	12	CC	
Elective Unit		Elective	8WB4			
Select a unit from I and II						
BCO6008	Predictive Analytics		8WB1	12	CC	BCO7000 & BCO7006 Please contact AskCUA to enrol in BCO6008
I Or						
BMO5501	Business Ethics and Sustainability		8WB1 8WB3 8WB4	12	CC	
AND						
BCO7007	Artificial Intelligence and Machine Learning for Business		8WB3	12		BCO7006 Please contact AskCUA to enrol in
II Or						
BHO6505	Marketing Management		8WB2	12	CC	



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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 Analytics		8WB1	12	CC	BCO7000 & BCO7006 Please contact AskCUA to enrol in
Or						
BMO5501	Business Ethics and Sustainability		8WB1, 8WB3, 8WB4	12	CC	



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