

Year 8

- Advertising
 - Media Language
 - Denotation and Connotation
 - Representation
 - Audience categories
 - Targeting Audiences
 - Regulations
 - Planning and creating an effective campaign
- TV
 - Genres
 - Genre conventions
 - Character Types
 - Narratives
 - Industry - Commercial and PSB, Regulation
 - Production task
- Kirstin Film Unit
- Music Promotion
 - Genre conventions
 - Music videos
 - Goodwin's 6
 - Music websites and promotion
 - Cross media promotion and branding
 - Industry – Conglomerates
 - Audiences