

Graduate Certificate in Social Media and Public Engagement (271JA.1)

Please note these are the 2021 details for this course

Domestic students

Selection rank	PG
Delivery mode	
Location	Bruce, Canberra
Duration	0.5 years
Faculty	Faculty of Arts and Design
Discipline	School of Arts and Communications
UAC code	880246
English language requirements	An IELTS Academic score of 6.5 overall, with no band score below 6.0 (or equivalent).

[View IELTS equivalences](#)

International students

Academic entry requirements	To study at UC, you'll need to meet our academic entry requirements and any admission requirements specific to your course. Please read your course admission requirements below. To find out whether you meet UC's academic entry requirements, visit our academic entry requirements page.
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[View UC's academic entry requirements](#)

Delivery mode

Location

Duration 0.5 years

Faculty Faculty of Arts and Design

Discipline School of Arts and Communications

CRICOS code

English language requirements An IELTS Academic score of 6.5 overall, with no band score below 6.0 (or equivalent).

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About this course

Consider this engaging career

Social media is becoming an increasingly powerful player in the dynamic media landscape, particularly as a means of engaging with customers and analysing their behaviour. This flexible part-time course will introduce you to key subjects in social media, including social informatics; government, media and public engagement; philosophies of communication; new technologies and the future of the online environment.

You will develop the practical and theoretical skills associated with different technological approaches and platforms, and will graduate able to competently negotiate both current and emerging social media entities within a private, public or not-for-profit workplace environment.

Study a Graduate Certificate in Social Media and Public Engagement at UC and you will:

- examine the impacts of social media in a range of areas including politics, business, regulation and social groups
- understand the conceptual theory behind online environments
- translate your theoretical knowledge into new and useful practical ways of engaging people in a social, institutional or media context.

Work Integrated Learning

You will be encouraged to investigate real-world industry scenarios as part of your Work Integrated Learning assessment program. Students often explore projects which focus on social media in their own industry or workplace, and their reports go on to make substantial improvements to how social media is used within these organisations.

Career opportunities

- Public engagement manager
- Communication manager
- Social media manager
- Marketing communication manager
- Public affairs officer
- Marketing communication manager
- Online community manager
- Policy officer
- Public affairs officer
- Public relations consultant
- Communication strategist

Course-specific information

It is assumed that students will have knowledge in at least one of the following areas: public and organisational communication, media, public policy and programs, administration, management, social systems, or fundamental skills in information communication technologies.

If you're interested in pursuing a career in research, we provide a clear pathway to the Master of Communication degree.

Professional accreditation

None.

Admission requirements

Applicants must have an undergraduate degree or equivalent as approved by the University.

Assumed knowledge

It is assumed that students will have knowledge in at least one of the following areas: public and organisational communication, media, public policy and programs, administration, management, social systems, or fundamental skills in information communication technologies.

Periods course is open for new admissions

This course is not open for new admissions.

Credit arrangements

There are currently no formal credit transfer arrangements for entry to this course. Any previous study or work experience will only be considered as part of the application process in accordance with current [course rules and university policy](#).

Course requirements

Graduate Certificate in Social Media and Public Engagement (271JA) | 12 credit points

Required - Must pass 12 credit points as follows

[Expand All](#) | [Collapse All](#)

Social Informatics PG (7196) | 3 credit points – Level P

Government, Media and Public Engagement G (9433) | 3 credit points – Level G

Philosophies of Communication, Technologies and Change PG (9434) | 3 credit points – Level P

Social Media G (9436) | 3 credit points – Level G

In addition to course requirements, in order to successfully complete your course you must meet the inherent requirements. Please refer to the [inherent requirements statement](#) applicable to your course

Typical study pattern

UC - Canberra, Bruce

Standard Part Time, Semester 1 Commencing

Year 1

Semester 1

Government, Media and Public Engagement G (9433)

Social Media G (9436)

Semester 2

Philosophies of Communication, Technologies and Change PG (9434)

Social Informatics PG (7196)

Course information

Course duration

Standard two semester part-time. Maximum four semesters. This course is available part-time only.

Learning outcomes

Learning outcomes	Related graduate attributes
<p>An in-depth understanding of the role of digital, online and social media in social and democratic processes nationally and internationally, as well as the theoretical frameworks that underpin the complex relationships among information technology, people, and social institutions</p>	<p>Analysis and inquiry: ability to gather information, analyse and evaluate information and situations in a systematic, creative and insightful way</p> <p>Working independently and with others:</p> <p>ability to plan own work, be self-directed, use interpersonal skills and attitudes to work collaboratively</p>
<p>Critical and analytical understanding of change and emerging concepts regarding media technologies and online engagement</p>	<p>Analysis and inquiry: ability to gather information, analyse and evaluate information and situations in a systematic, creative and insightful way</p> <p>Professionalism and social responsibility: capacity and intention to use professional knowledge and skills ethically and responsibly, for the benefit of others and the environment</p>
<p>High-level digital communication literacy, including the ability to make independent judgements in identifying, analysing, evaluating and designing digital solutions to complex policy, program and communication challenges</p>	<p>Problem solving: ability to apply problem-solving processes in novel situations; identify, analyse problems then formulate, implement solutions</p>
<p>Ability to communicate and transfer knowledge to a variety of audiences, be responsible for the work of self and others, and generate and evaluate complex ideas</p>	<p>Communication: ability to present knowledge, ideas and opinions effectively and communicate within and across professional and cultural boundaries</p>

Awards

Award	Official abbreviation
Graduate Certificate in Social Media and Public Engagement	GradCert SocMedia&PubEngagement

Alternative exits

Graduates of this course will be eligible to enter the Masters in Strategic Communication or the Masters in Business Informatics.

Enquiries

Student category	Contact details
Prospective Domestic Students	Please email: study@canberra.edu.au or telephone: 1800 UNI CAN (1800 864 226)

Current and Commencing Students Email: FAD.Student@canberra.edu.au Ph: 1300 301 727

Download your course guide



Scholarships

Find the scholarship that's the right fit for you

[Explore Scholarships](#)

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CRICOS 00212K

TEQSA Provider ID: PRV12003 (Australian University)

UC acknowledges the Ngunnawal people, traditional custodians of the lands where Bruce campus is situated. We wish to acknowledge and respect their continuing culture and the contribution they make to the life of Canberra and the region. We also acknowledge all other First Nations Peoples on whose lands we gather.