

Master of Communication (352JA.1)

Please note these are the 2020 details for this course

Domestic students

Selection rank	PG
Delivery mode	
Location	Bruce, Canberra
Duration	2.0 years
Faculty	Faculty of Arts and Design
Discipline	School of Arts and Communications
UAC code	880933
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. View UC's academic entry requirements
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Delivery mode	On campus
Location	Bruce, Canberra
Duration	2.0 years
Faculty	Faculty of Arts and Design
Discipline	School of Arts and Communications
CRICOS code	090007C
English language requirements	An IELTS Academic score of 6.5 overall, with no band score below 6.0 (or equivalent). View IELTS equivalences

About this course

Master your marketing communication skills

The Master of Communication specialises in exploring contemporary communication theories, strategic planning and social media, and asks you to apply these in the context of a major research project.

You can choose to take the Strategic Communication path, where you concentrate on contemporary communication, social theory and how critical issues develop, or the Marketing Communication path, where you'll explore how advertising, public relations, promotions and direct marketing combine to create effective marketing communication strategies. This course is especially suited to senior communication managers looking to develop their skills and will prepare you for opportunities in commercial, public and not-for-profit sectors.

Study a Master of Communication at UC and you will:

- demonstrate an in-depth understanding of human communication processes and environments
- become confident in using a range of social research methods relevant to strategic or marketing communication
- demonstrate critical thinking and vision to address mid to long-term strategic communication issues
- become confident in counselling senior management on strategic communication and possess the ability to lead teams within organisations
- link communication research, planning, implementation and evaluation to organisational strategic plans
- apply your understanding of communication theories towards a major research project.

Work Integrated Learning

You will have extensive opportunities to connect with industry, including real-world case studies, industry-linked research and practice projects. You will complete 180 hours of a compulsory internship based around a professional industry project of your choosing and will develop your professional experience and capabilities in an organisational context. Your internship placement company can be located in Australia or overseas, and past students have chosen to connect with advertising agencies, PR firms, government departments, commercial enterprises and not-for-profit organisations.

Career opportunities

- Communications manager
- Marketing manager
- Marketing strategist
- Brand manager
- Advertising account director
- Marketing consultant
- Communication strategist
- Media strategist
- Creative director
- Media relations consultant
- Community manager
- Social media manager
- Sponsorship manager
- Direct marketing manager

Course specific information

Students wishing to complete a more generic Master of Communication degree may choose units from both Strategic Communication and Marketing Communication streams to suit their professional needs.

Admission requirements

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

Students who complete the Graduate Diploma in Communication can articulate into the Master's program with credit for the 8 units completed.

Students who have completed the Graduate Certificate in Communication may apply and receive credit for the 4 Graduate Certificate (level G) units.

In making an offer to an applicant, the University will give consideration to a range of factors including English proficiency, academic record and/or employment experience.

Applicants with a completed Bachelor's degree in a related/cognate field may be granted credit for 12 credit points of unspecified credit

and admission into the 1.5 year (EFTSL) program.

Assumed knowledge

None.

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

Master of Communication (352JA) | 48 credit points

Required - Must pass 30 credit points as follows

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

Communication and Information Project PG (9107) | 6 credit points – Level P

Marketing Communication Principles G (9109) | 3 credit points – Level G

Principles of Strategic Communication G (9110) | 3 credit points – Level G

Social Research PG (9111) | 3 credit points – Level P

Advertising G (9112) | 3 credit points – Level G

Public Relations Practice G (9114) | 3 credit points – Level G

Industry and Community Engagement (Internships) PG (10109) | 6 credit points – Level P

Networks and Social Media PG (10150) | 3 credit points – Level P

Award Options - Must select 1 of the following

Master of Communication (Strategic) - 18 credit points as follows

Required - Must pass 9 credit points as follows

Risk Communication PG (8622) | 3 credit points – Level P

Issues Analysis and Management PG (9108) | 3 credit points – Level P

Strategic Communication Planning PG (9115) | 3 credit points – Level P

Restricted Choice - Must pass 3 credit points from the following

Advanced Marketing Communication Theory PG (9105) | 3 credit points – Level P

Brand, Strategy and Integration PG (9106) | 3 credit points – Level P

International and Sectoral Marketing Communication PG (9113) | 3 credit points – Level P

Open Electives - 6 credit points as follows

- Must pass 6 credit points at PG Level from anywhere in the University.

Master of Communication (Marketing) - 18 credit points as follows

Required - Must pass 9 credit points as follows

Advanced Marketing Communication Theory PG (9105) | 3 credit points – Level P

Brand, Strategy and Integration PG (9106) | 3 credit points – Level P

International and Sectoral Marketing Communication PG (9113) | 3 credit points – Level P

Restricted Choice - Must pass 3 credit points from the following

Risk Communication PG (8622) | 3 credit points – Level P

Issues Analysis and Management PG (9108) | 3 credit points – Level P

Strategic Communication Planning PG (9115) | 3 credit points – Level P

Open Electives - 6 credit points as follows

- Must pass 6 credit points at PG Level from anywhere in the University.

Master of Communication (no specialisation) - 18 credit points as follows

Restricted Choice - Must pass 12 credit points from the following

Risk Communication PG (8622) | 3 credit points – Level P

Advanced Marketing Communication Theory PG (9105) | 3 credit points – Level P

Brand, Strategy and Integration PG (9106) | 3 credit points – Level P

Issues Analysis and Management PG (9108) | 3 credit points – Level P

International and Sectoral Marketing Communication PG (9113) | 3 credit points – Level P

Strategic Communication Planning PG (9115) | 3 credit points – Level P

Open Electives - 6 credit points as follows

- Must pass 6 credit points at PG Level from anywhere in the University.

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

Master of Communication (Marketing), Standard Full Time, Semester 1 Commencing

Year 1

Semester 1

[Marketing Communication Principles G \(9109\)](#)

[Social Research PG \(9111\)](#)

Open Elective Unit

[Principles of Strategic Communication G \(9110\)](#)

Semester 2

Restricted Choice Unit

[Advertising G \(9112\)](#)

[Networks and Social Media PG \(10150\)](#)

[Public Relations Practice G \(9114\)](#)

Year 2

Semester 1

[Advanced Marketing Communication Theory PG \(9105\)](#)

[Brand, Strategy and Integration PG \(9106\)](#)

[Communication and Information Project PG \(9107\)](#)

Semester 2

Open Elective Unit

[Industry and Community Engagement \(Internships\) PG \(10109\)](#)

[International and Sectoral Marketing Communication PG \(9113\)](#)

Master of Communication (No Specialisation), Standard Full Time, Semester 1
Commencing

Year 1

Semester 1

[Marketing Communication Principles G \(9109\)](#)

[Principles of Strategic Communication G \(9110\)](#)

[Social Research PG \(9111\)](#)

Open Elective Unit

Semester 2

Restricted Choice Unit

[Advertising G \(9112\)](#)

[Public Relations Practice G \(9114\)](#)

Open Elective Unit

Year 2

Semester 1

Two Restricted Choice Units

[Communication and Information Project PG \(9107\)](#)

Semester 2

Industry and Community Engagement (Internships) PG (10109)

Restricted Choice Unit

[Networks and Social Media PG \(10150\)](#)

Master of Communication (Strategic), Standard Full Time, Semester 1 Commencing

Year 1

Semester 1

Open Elective Unit

[Marketing Communication Principles G \(9109\)](#)

[Principles of Strategic Communication G \(9110\)](#)

[Social Research PG \(9111\)](#)

Semester 2

[Advertising G \(9112\)](#)

[Networks and Social Media PG \(10150\)](#)

[Public Relations Practice G \(9114\)](#)

Restricted Choice Unit

Year 2

Semester 1

[Communication and Information Project PG \(9107\)](#)

[Issues Analysis and Management PG \(9108\)](#)

[Risk Communication PG \(8622\)](#)

Semester 2

Open Elective Unit

[Industry and Community Engagement \(Internships\) PG \(10109\)](#)

[Strategic Communication Planning PG \(9115\)](#)

Course information

Course duration

Standard 2 years full time or part-time equivalent. Maximum 6 years from date of enrolment to date of course completion.

Learning outcomes

Learning outcomes	Related graduate attributes
Link communication research, planning, implementation and evaluation to organisational strategic plans.	<ul style="list-style-type: none">- Use creativity, critical thinking, analysis and research skills to solve theoretical and real-world problems;- Display initiative and drive, and use their organisation skills to plan and manage their workload;- Adapt to complexity, ambiguity and change by being flexible and keen to engage with new ideas.
Use a range of social research methods relevant to strategic or marketing communication.	<ul style="list-style-type: none">- Use creativity, critical thinking, analysis, and research skills to solve theoretical and real-world problems.- Think globally about issues in their profession;- Adopt an informed and balanced approach across professional and

international boundaries;

- Understand issues in their profession from the perspective of other cultures.

Demonstrate an in-depth understanding of human communication processes and environments.

- Employ up-to-date and relevant knowledge and skills;
- Work collaboratively as part of a team, negotiate, and resolve conflict;
- Display initiative and drive, and use their organisation skills to plan and manage their workload.

Counsel senior management on strategic communication and lead teams within organisations.

- Communicate effectively;
- Use creativity, critical thinking, analysis and research skills to solve theoretical and real-world problems;
- Work collaboratively as part of a team, negotiate, and resolve conflict;
- Display initiative and drive, and use their organisational skills to plan and manage their workload;
- take pride in their professional and personal integrity;
- Reflect on their own practice, updating and adapting their knowledge and skills for continual professional and academic development;
- Be self-aware;
- Adapt to complexity, ambiguity and change by being flexible and keen to engage with new ideas.

Demonstrate critical thinking and vision needed to address mid to long-term strategic communication issues.

- Use creativity, critical thinking, analysis and research skills to solve theoretical and real-world problems;
- Understand issues in their profession from the perspective of other cultures;

- Communicate effectively in diverse cultural and social settings;
- Make creative use of technology in their learning and professional lives;
- Behave ethically and sustainably in their professional and personal lives.

Awards

Award	Official abbreviation
Master of Communication	M Comm
Master of Communication (Strategic)	M Comm(Str)
Master of Communication (Marketing)	M Comm(Mktg)

Alternative exits

Graduate Certificate in Communication, 350JA; Graduate Diploma in Communication, 351JA, are both subsumable into this degree and may be used as exit awards on successful completion of the requisite units.

Enquiries

Student category	Contact details
Prospective International Students:	Email international@canberra.edu.au or Phone +61 2 6201 5342
Prospective Domestic Students:	Email study@canberra.edu.au or Phone 1800 UNI CAN (1800 864 226)
Current and Commencing Students:	Email FAD.Student@canberra.edu.au or Phone 1300 301 727

[Download your course guide](#)



Scholarships

Find the scholarship that's the right fit for you

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University of Canberra, Bruce ACT 2617 Australia

+61 2 6201 5111

ABN 81 633 873 422

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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.