

# Graduate Certificate in Communication (ARC201.2)

Please note these are the 2024 details for this course

## Domestic students

Selection rank	PG
Delivery mode	Blended On campus Online
Location	Bruce, Canberra
Duration	1.0 years
Faculty	Faculty of Arts and Design
Discipline	School of Arts and Communications
UAC code	880938
English language requirements	An IELTS Academic score of 6.5 overall, with no band score below 6.0 (or equivalent). <a href="#">View IELTS equivalences</a>

## 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.  <a href="#">View UC's academic entry requirements</a>
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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). <a href="#">View IELTS equivalences</a>

# About this course

## Hit the ground running

Enhance your knowledge and gain a competitive advantage in a rapidly evolving industry.

Acquire the key practical and theoretical competencies at the heart of today's Communication and Media industries. Studying the Graduate Certificate in Communication will suit those looking to enhance their existing skills and knowledge and support them to become emerging leaders in the communications industry.

## Study the Graduate Certificate in Communications at UC and you will:

- Master digital data analysis and visualisation
- Contextualise the role of innovation in the media environment
- Understand campaigns seeking to effect behaviour change

## Work Integrated Learning (WIL)

Enjoy an immersive online learning experience where you'll be connected with an inspiring cohort of teachers and industry experts who will share their own experiences and mentor you through your learning.

## Career opportunities

- Public Relations Specialist
- Journalist
- Social Media Manager

- Communications Consultant
- Media Adviser
- Corporate Change Consultant
- Political Campaign Manager

## Course specific information

To be eligible for the Graduate Certificate of Communications, applicants must have a recognised bachelor's degree or equivalent from a recognised tertiary institution.

Alternate entry pathways are available to IAP2 graduates without Bachelor's qualifications in accordance with the admission (for Undergraduate and Postgraduate Coursework Courses) procedure.

Not sure if you meet the eligibility requirements for this course? Please get in touch.

## Professional accreditation

None.

# Admission requirements

Applicants must have an undergraduate degree (AQF level 7) or equivalent.

Students who have completed a Certificate in Engagement with International Association for Public Participation (IAP2) may be eligible to receive Credit for 1 unit (3 Credit Points) with relevant work experience into the Engagement Stream.

Alternate entry pathways are available to IAP2 graduates without Bachelor's qualifications in accordance with the Admission (for Undergraduate and Postgraduate Coursework Courses) Procedure.

Please refer to the Faculty of Arts and Design website for full details and instructions. <https://www.canberra.edu.au/about-uc/faculties/arts-design/courses/iap2-graduates>

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.

You can use professional experience and prior learning to enter into a postgraduate qualification at UC through our Professional Pathway Entry program. If you have significant work experience or hold industry-recognised qualifications, this program could be your route to bypass undergraduate study and accelerate your career. Explore Professional Pathway Entry <https://www.canberra.edu.au/future-students/get-into-uc/admissions-programs/professional-pathway-entry>

## Assumed knowledge

None.

## Periods course is open for new admissions

Year	Location	Teaching period	Teaching start date	Domestic	International
2025	Bruce, Canberra	Semester 1	03 February 2025	✓	✓
2025	Bruce, Canberra	Semester 2	28 July 2025	✓	✓
2026	Bruce, Canberra	Semester 1	16 February 2026	✓	✓
2026	Bruce, Canberra	Semester 2	10 August 2026	✓	✓
2027	Bruce, Canberra	Semester 1	15 February 2027	✓	✓
2027	Bruce, Canberra	Semester 2	09 August 2027	✓	✓

## 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 Communication (ARC201) | 12 credit points

**Required - 12 credit points from the following**

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

**Award Options - Must select 1 of the following**

**Engagement Stream - Must pass 12 credit points as follows**

**Restricted Choice - Must pass 3 credit points from the following**

[Digital Data Analytics and Visualisation G \(11937\) | 3 credit points — Level G](#)

[Communicating with Diverse Audiences G \(11938\) | 3 credit points — Level G](#)

**Required Units - Must pass 9 credit points as follows**

[Community Engagement G \(11935\) | 3 credit points — Level G](#)

[Communication and Behaviour Change G \(11936\) | 3 credit points — Level G](#)

[Strategic and Crisis Communication PG \(11939\) | 3 credit points — Level P](#)

- Students admitted to follow the Engagement Stream will receive Recognition of Prior Learning for

unit 11935 Community Engagement G and will not enrol in the unit.

- Please refer to admission requirements for this stream.

### **Standard Stream - Must pass 12 credit points as follows**

#### **Restricted Choice - Must pass 3 credit points from the following**

[Communicating Politics G \(11627\) | 3 credit points – Level G](#)

[Integrated Digital Marketing and Communication G \(12033\) | 3 credit points – Level G](#)

#### **Required Units - Must pass 9 credit points as follows**

[Communication Trends and Innovation G \(11630\) | 3 credit points – Level G](#)

[Communication and Behaviour Change G \(11936\) | 3 credit points – Level G](#)

[Digital Data Analytics and Visualisation G \(11937\) | 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 (Engagement Stream)

#### Year 1

##### Semester 1

[Communication and Behaviour Change G \(11936\)](#)

[Strategic and Crisis Communication PG \(11939\)](#)

##### Semester 2

One Restricted Choice Unit

### Standard Part Time, Semester 1 Commencing (Standard Stream)

#### Year 1

## Semester 1

[Communication and Behaviour Change G \(11936\)](#)

One Restricted Choice Unit

## Semester 2

[Communication Trends and Innovation G \(11630\)](#)

[Digital Data Analytics and Visualisation G \(11937\)](#)

# Course information

## Course duration

Standard 1 year part-time. Maximum 3 years from date of enrolment to date of course completion.

## Learning outcomes

Learning outcomes	Related graduate attributes
1. Critique and assess communication and engagement theory and practice informed by discourse and local and global contexts, with reference to best practice models.	<p>UC graduates are professional: Employ up-to-date and relevant knowledge and skills; 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.</p> <p>UC graduates are global citizens: 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; 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.</p> <p>UC graduates are lifelong learners: 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; evaluate and adopt new technology.</p>

2. Synthesise critical knowledge of strategic

UC graduates are professional: Employ up-to-date and relevant knowledge and

<p>communication and/or community engagement with advanced digital and other professional skills to enable innovation in the profession.</p>	<p>skills; 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.</p> <p>UC graduates are global citizens: 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; 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.</p> <p>UC graduates are lifelong learners: 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; evaluate and adopt new technology.</p>
<p>3. Create purposeful and contextualised programs in the areas of strategic communication or community engagement.</p>	<p>UC graduates are professional: Employ up-to-date and relevant knowledge and skills; 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.</p> <p>UC graduates are global citizens: Think globally about issues in their profession; 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.</p> <p>UC graduates are lifelong learners: 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; evaluate and adopt new technology.</p>
<p>4. Examine and interpret research to identify and address challenges and opportunities in organisational and community-led engagement and</p>	<p>UC graduates are professional: Employ up-to-date and relevant knowledge and skills; 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</p>

communication, considering ethical and cultural impacts.

their organisational skills to plan and manage their workload.

UC graduates are global citizens: Think globally about issues in their profession; 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.

UC graduates are lifelong learners: 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; evaluate and adopt new technology.

5. Employ reflexive professional skills and judgement, underpinned by theory, to address real world problems.

UC graduates are professional: Employ up-to-date and relevant knowledge and skills; 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.

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UC graduates are lifelong learners: 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; evaluate and adopt new technology.

## Awards

Award	Official abbreviation
Graduate Certificate in Communication	GradCert Comm

Graduate Certificate in Communication (Engagement)

GradCert Comm (Engagement)



## Enquiries

Student category	Contact details
Current and Commencing Students:	Email <a href="mailto:FAD.Student@canberra.edu.au">FAD.Student@canberra.edu.au</a> or Phone 1300 301 727
Prospective Students:	Email <a href="mailto:study@canberra.edu.au">study@canberra.edu.au</a> or Phone 1800 UNI CAN (1800 864 226)

## Download your course guide



## Scholarships

Find the scholarship that's the right fit for you

[Explore Scholarships](#)

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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.