

# Graduate Diploma in Communication (ARG201.2)

Please note these are the 2023 details for this course

## Domestic students

|                               |  |
|-------------------------------|--|
| Selection rank                | PG   |
| Delivery mode                 | Blended<br>On campus<br>Online   |
| Location                      | UC - Canberra, Online<br>Bruce, Canberra   |
| Duration                      | 1.0 years  |
| Faculty                       | Faculty of Arts and Design   |
| Discipline                    | School of Arts and Communications  |
| UAC code                      | 880937   |
| English language requirements | An IELTS Academic score of 6.5 overall, with no band score below 6.0 (or equivalent).<br><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. |
|-----------------------------|--|

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[View UC's academic entry requirements](#)

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**Delivery mode**      On campus  
Online

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**Location**            Bruce, Canberra

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**Duration**            1.0 years

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**Faculty**              Faculty of Arts and Design

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**Discipline**          School of Arts and Communications

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**CRICOS code**        103875C

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**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

## Hit the ground running

Studying the Graduate Diploma in Communication will support you to build your professional practice as an emerging leader in the communications industry. In developing advanced skills based on current best practice models of modern communication, you will explore current trends in communication practice, digital data analysis and visualisation and strategic and risk communication, and will have flexibility to choose elective units that match your aspirations and interests.

## Study the Graduate Diploma in Communication at UC and you will:

- Master digital data analytics 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
- Investigative Journalist
- Strategic Communications Manager
- Media Advsier
- Social Media Manager
- Technical Writer
- Corporate Affairs Director

## Course-specific information

Credit is available into the Master of Communication upon successful completion of the Graduate Diploma of Communication.

# Admission requirements

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

Students who have completed the Graduate Certificate in Communication (UC) or the Graduate Certificate in Communication (Engagement) may apply and receive credit for 12 credit points (4 units) of their completed study.



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.

## 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 Diploma in Communication (ARG201) | 24 credit points

### Restricted Choice - Must pass 9 credit points from the following

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

- Global Strategic Communication Planning PG (11632) | 3 credit points – Level P
- The Long Decade of Digital Disruption PG (11633) | 3 credit points – Level P
- Audiences, Data and Media Convergence PG (11634) | 3 credit points – Level P
- Global Marketing Communication and Branding PG (11639) | 3 credit points – Level P
- Crucial Marketing Communication Theory for Practice PG (11640) | 3 credit points – Level P
- Managing Marketing Communication Practice PG (11641) | 3 credit points – Level P
- Voice and Engagement in Organisational Communication PG (11643) | 3 credit points – Level P
- Digital Advertising Practices PG (11866) | 3 credit points – Level P
- Social Media Marketing G (11867) | 3 credit points – Level G
- Community Engagement G (11935) | 3 credit points – Level G
- Communicating with Diverse Audiences G (11938) | 3 credit points – Level G
- Strategic and Crisis Communication PG (11939) | 3 credit points – Level P
- Integrated Digital Marketing and Communication G (12033) | 3 credit points – Level G
- Journalism Research and Storytelling PG (12140) | 3 credit points – Level P
- Video, Podcasting and Presentation PG (12141) | 3 credit points – Level P
- Journalism Ethics and Diversity PG (12142) | 3 credit points – Level P
- Generating Digital Journalism PG (12143) | 3 credit points – Level P

### Required - Must pass 15 credit points as follows

- Communicating Politics G (11627) | 3 credit points – Level G
- Communication Trends and Innovation G (11630) | 3 credit points – Level G
- Industry and Identity: Challenges and Triumphs G (11638) | 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 Full Time, Semester 1 Commencing

**Year 1**

**Semester 1**

[Communicating Politics G \(11627\)](#)

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

Restricted Choice unit

[Industry and Identity: Challenges and Triumphs G \(11638\)](#)

**Semester 2**

Two Restricted Choice Units

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

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

Standard Part Time, Semester 1 Commencing

**Year 1**

**Semester 1**

[Communicating Politics G \(11627\)](#)

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

**Semester 2**

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

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

**Year 2**

**Semester 1**

[Industry and Identity: Challenges and Triumphs G \(11638\)](#)

Restricted Choice unit

Semester 2

Two Restricted Choice Units

# Course information

## Course duration

Standard 1 year full time or part-time equivalent. Maximum 4 years from date of enrolment to date of course completion.

## Learning outcomes

| Learning outcomes   | Related graduate attributes  |
|---|--|
| Design and employ professional best practice models underpinned by theory, addressing real-world problems across sectors. | <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; 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>UC graduates are able to demonstrate Aboriginal and Torres Strait Islander ways of knowing, being and doing: Communicate and engage with Indigenous Australians in ethical and culturally respectful ways; apply their knowledge to working with Indigenous Australians in socially just ways.</p> |

Distinguish and enact specialised to advanced creative and critical thinking skills consistent with strategic

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management attributes necessary for public and private sector practice.

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.

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UC graduates are able to demonstrate Aboriginal and Torres Strait Islander ways of knowing, being and doing: Communicate and engage with Indigenous Australians in ethical and culturally respectful ways.

Integrate critical knowledge and communications skills for sustained contribution to innovation and leadership in their field.

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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.

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UC graduates are able to demonstrate Aboriginal and Torres Strait Islander ways of

|  |   |
|--|---|
|  | <p>knowing, being and doing: Communicate and engage with Indigenous Australians in ethical and culturally respectful ways; apply their knowledge to working with Indigenous Australians in socially just ways.</p>  |
| <p>Examine and interpret ongoing research to identify challenges and opportunities across industry environments, considering ethical and cultural impacts.</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; 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>UC graduates are able to demonstrate Aboriginal and Torres Strait Islander ways of knowing, being and doing: Communicate and engage with Indigenous Australians in ethical and culturally respectful ways.</p> |
| <p>Critique and assess communication theory and practice informed by discourse and local and global contexts, with reference to best practice models.</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; 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</p>   |



their professional and personal lives.

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## Awards

| Award                             | Official abbreviation |
|-----------------------------------|-----------------------|
| Graduate Diploma in Communication | GradDip Comm          |

## Alternative exits

This course is subsumable into ARM201 Master of Communication.

Alternative exit awards:

Graduate Certificate in Communication

Graduate Certificate in Communication (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 International Students | Email <a href="mailto:international@canberra.edu.au">international@canberra.edu.au</a> or Phone +61 2 6201 5342 |
| Prospective Domestic 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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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.