UNIVERSITY OF CANBERRA

Master of Communication (ARM201.1)

Please note these are the 2023 details for this course

Domestic students

Selection rank	PG
Delivery mode	On campus Online
Location	Bruce, Canberra UC - Canberra, Online
Duration	2.0 years
Faculty	Faculty of Arts and Design
Discipline	School of Arts and Communications
UAC code	880936
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

Delivery mode	On campus Online
Location	Bruce, Canberra UC - Canberra, Online
Duration	2.0 years
Faculty	Faculty of Arts and Design
Discipline	School of Arts and Communications
CRICOS code	103874D
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

Graduates of the Master of Communication will have specialised knowledge and skills for professional practice, leadership, further learning, and research in communication professions in a variety of enterprises, including private, government. and community sectors. This course will ready students to participate in contemporary global communications practices and will provide authentic workplace experiences within the local and international communications environment. It will provide theoretical and practical perspectives of the issues facing the communication and media industry, including audience and engagement, reputation and risk, organisational voice, digital strategies, and data analytics. Students can choose to specialise in fields such as strategic communication and marketing communication and will be prepared for further study by research on completion of this degree.

Professional accreditation

None.

Admission requirements

Applicants must have an undergraduate degree (AQF level 7) or equivalent as approved by the University Admissions Committee.

Students who have completed the Graduate Diploma in Communication (UC) can articulate into the Master's course with credit for the 8 units completed.

Students who have completed the Graduate Certificate in Communication (UC) 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 up to 12 credit points of unspecified credit.

Assumed knowledge

None.

Periods course is open for new admissions

This course is not open for new admissions.

Credit arrangements

A credit transfer arrangement is available for this course for the following institutions:

Any Australian Higher Education Provider

Any Australian Bachelor Level Degree (AQF 7) (27933)

Overseas Institution

Any Completed Bachelor Degree equivalent to AQF 7 (30679)

Course requirements

Master of Communication (ARM201) | 48 credit points

Restricted Choice - Must pass 12 credit points from the following

Expand All | Collapse All

Leadership in Contemporary Organisations PG (7775) | 3 credit points — Level P

Entrepreneurship PG (9691) | 3 credit points — Level P

Critical Reasoning and Academic Literacy PG (10436) | 3 credit points — Level P

Innovation Toolbox PG (11077) | 3 credit points — Level P

The Activation Lab G (11157) | 6 credit points — Level G

Leadership, Ethics and Innovation PG (11159) | 6 credit points — Level P

Consumer and Buyer Behaviour PG (11420) | 3 credit points — Level P

Digital Marketing PG (11424) | 3 credit points — Level P

Creative Decision Making G (11500) | 3 credit points — Level G

Strategy, Innovation and Change PG (11506) | 3 credit points — Level P

Strategic Communication PG (11631) | 3 credit points — Level P

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

Crucial Marketing Communication Theory for Practice PG (11640) | 3 credit points — Level P

Managing Marketing Communication Practice PG (11641) | 3 credit points — Level P

Social Research Project PG (11642) | 6 credit points — Level P

Voice and Engagement in Organisational Communication PG (11643) | 3 credit points — Level P

Required - Must pass 24 credit points as follows

Communicating Politics G (11627) | 3 credit points — Level G

Communication Theory: A Toolbox for Practical Problem Solving G (11628) | 3 credit points — Level G

Smart Ideas for Communication G (11629) | 3 credit points — Level G

Communication Trends and Innovation G (11630) | 3 credit points — Level G

Communication Workplace Learning PG (11635) | 3 credit points — Level P

Social Research PG (11636) | 3 credit points — Level P

Doing Social Research PG (11637) | 3 credit points — Level P

Industry and Identity: Challenges and Triumphs G (11638) | 3 credit points — Level G

Award Options - Must select 1 of the following

Master of Communication (Strategic) - Must pass 12 credit points as follows

Strategic Communication PG (11631) | 3 credit points — Level P

Global Strategic Communication Planning PG (11632) | 3 credit points — Level P

The Long Decade of Digital Disruption PG (11633) | 3 credit points — Level P

Voice and Engagement in Organisational Communication PG (11643) | 3 credit points — Level P

Master of Communication (Marketing) - Must pass 12 credit points as follows

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

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

Marketing Communication

Standard Full Time, Semester 1 Commencing

Year 1

Semester 1

Communication Theory: A Toolbox for Practical Problem Solving G (11628)

Restricted Choice unit

Communicating Politics G (11627)

Social Research PG (11636)

Semester 2

Communication Trends and Innovation G (11630)

Smart Ideas for Communication G (11629)

Restricted Choice unit

Doing Social Research PG (11637)

Year 2

Semester 1

Audiences, Data and Media Convergence PG (11634)

Global Marketing Communication and Branding PG (11639)

Industry and Identity: Challenges and Triumphs G (11638)

Restricted Choice unit

Semester 2

Communication Workplace Learning PG (11635)

Crucial Marketing Communication Theory for Practice PG (11640)

Managing Marketing Communication Practice PG (11641)

Restricted Choice unit

Standard Part Time, Semester 1 Commencing

Year 1

Semester 1

Communicating Politics G (11627)

Communication Theory: A Toolbox for Practical Problem Solving G (11628)

Semester 2

Communication Trends and Innovation G (11630)

Smart Ideas for Communication G (11629)

Year 2

Semester 1

Industry and Identity: Challenges and Triumphs G (11638)

Social Research PG (11636)

Semester 2

Doing Social Research PG (11637)

Restricted Choice unit

Year 3

Semester 1

Two Restricted Choice units

Semester 2

Communication Workplace Learning PG (11635)

Managing Marketing Communication Practice PG (11641)

Year 4

Semester 1

Audiences, Data and Media Convergence PG (11634)

Global Marketing Communication and Branding PG (11639)

Semester 2

Crucial Marketing Communication Theory for Practice PG (11640)

Restricted Choice unit

Strategic Communication

Standard Full Time, Semester 1 Commencing

Year 1

Semester 1

Communicating Politics G (11627)

Communication Theory: A Toolbox for Practical Problem Solving G (11628)

Social Research PG (11636)

Restricted Choice unit

Semester 2

Communication Trends and Innovation G (11630)

Restricted Choice unit

Doing Social Research PG (11637)

Smart Ideas for Communication G (11629)

Year 2

Semester 1

Industry and Identity: Challenges and Triumphs G (11638)

Strategic Communication PG (11631)

Voice and Engagement in Organisational Communication PG (11643)

Restricted Choice unit

Semester 2

Restricted Choice unit

Communication Workplace Learning PG (11635)

Global Strategic Communication Planning PG (11632)

The Long Decade of Digital Disruption PG (11633)

Standard Part Time, Semester 1 Commencing

Year 1

Semester 1

Communicating Politics G (11627)

Communication Theory: A Toolbox for Practical Problem Solving G (11628)

Semester 2

Communication Trends and Innovation G (11630)

Smart Ideas for Communication G (11629)

Year 2

Semester 1

Industry and Identity: Challenges and Triumphs G (11638)

Social Research PG (11636)

Semester 2

Doing Social Research PG (11637)

Restricted Choice unit

Year 3

Semester 1

Restricted Choice unit

Strategic Communication PG (11631)

Semester 2

Restricted Choice unit

Communication Workplace Learning PG (11635)

Year 4

Semester 1

Voice and Engagement in Organisational Communication PG (11643)

Restricted Choice unit

Semester 2

Global Strategic Communication Planning PG (11632)

The Long Decade of Digital Disruption PG (11633)

Course information

Course duration

Standard 2 years full time or equivalent part time. Maximum duration is 6 years.

Learning outcomes

Learning outcomes	Related graduate attributes
Evaluate and engage with authentic research, identifying challenges and opportunities across complex environments, considering ethical and cultural impacts.	-
Design and employ professional best practice models underpinned by advanced theory, addressing real-world problems in Strategic, Political and Marketing Communications sectors.	-
Deconstruct and design communications practice via mastery of sophisticated theory and skills with an explicit focus on discipline specific knowledge.	-
Exemplify expert professional skills and judgments focusing on reflective, informed and agile practice through the agency of work integrated learning.	-
Synthesise and integrate critical knowledge and communications skills for progressive contribution to innovation and leadership in their field.	-
Critique and assess advanced communication theory and practice informed by discourse and local and global contexts, with reference to best practice models.	-
Distinguish and enact innovative creative and critical thinking skills consistent with strategic management attributes necessary for public and private sector practice.	-

Awards

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

Alternative exits

Alternative exit award Graduate Certificate in Communication:

Students may exit early from the Master course if they have passed 12 credit points as follows:
11627 Communicating Politics G

11628 Communication Theory: A Toolbox for Practical Problem Solving G

11629 Smart Ideas for Communication G

11630 Communication Trends and Innovation G

Alternative exit award Graduate Diploma in Communication:

Students may exit early from the Master course if they have passed 24 credit points as follows:

11627 Communicating Politics G

11628 Communication Theory: A Toolbox for Practical Problem Solving G

11629 Smart Ideas for Communication G

11630 Communication Trends and Innovation G

11635 Communication Workplace Learning PG

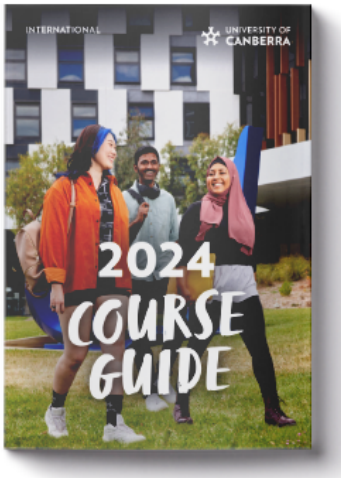
11638 Industry and Identity: Challenges and Triumphs G

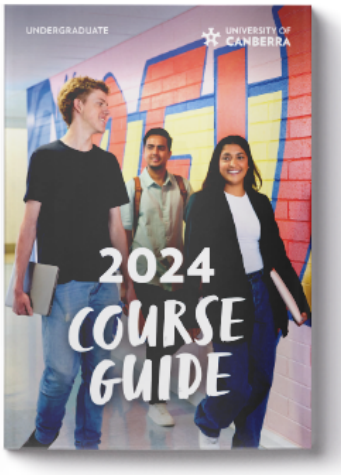
Two Restricted Choice units

Enquiries

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

Download your course guide





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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.