

Master of Communication (ARM201.2)

Please note these are the 2023 details for this course

Domestic students

Selection rank	PG
Delivery mode	On campus Online
Location	UC - Canberra, Online Bruce, Canberra
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
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Delivery mode	On campus Online
Location	UC - Canberra, Online Bruce, Canberra
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

Establish yourself as a dynamic communication professional

Elevate your skills in communication and leadership and create a meaningful impact through our Master of Communication. Immerse yourself in refining analytical, leadership, and engagement skills across diverse communication realms within private, government, and community sectors. Tailor your expertise by specialising in either Strategic Communication or Marketing Communication and fine-tune your abilities in innovation, social research methods, behaviour change, and more. Right from the outset, you'll engage in contemporary global communication practices and acquire genuine workplace insights in both local and international communication landscapes. Through hands-on experience and projects, you'll develop a comprehensive understanding of the challenges confronting the communication and media industries. You'll graduate ready to take your knowledge back to the workplace to step up into leadership roles.

Study a Master of Communication 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'll have extensive opportunities to connect with industry, including real-world case studies, industry-linked research, and practice projects. Complete 180 hours of a compulsory internship based around a professional industry project of your choosing and develop your professional experience and capabilities in an organisational context. Your internship placement can be in Australia or overseas. Select from advertising agencies, PR firms, government departments, commercial enterprises, and not-for-profit organisations to tailor your internship to your interests.

Career Opportunities

- Public Affairs Officer
- Brand Manager
- Social Marketing and Communications Specialist
- Digital Strategist
- Research Analyst
- Political Campaign Manager
- Marketing Director

Course Specific Information

The 12cp Restricted Choice unit list includes units from both specialisation streams as well as carefully selected business and management units, giving you the opportunity to gain more in-depth expertise. If you're wishing to further your research engagement you can complete the 6cp [Social Research Project PG \(11642\)](#) unit under the supervision of a News and Media Research Centre professional researcher.

Admission requirements

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

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) 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.

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 reducing the degree duration to 1.5 Years (EFTSL), additional credit from completed Graduate Certificates in Communication and Graduate Diplomas in Communication may reduce this duration further.

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:

Beijing Institute Of Graphic Communication

Master of Journalism and Communication (32568)

Course requirements

Master of Communication (ARM201) | 48 credit points

Restricted Choice - Must pass 12 credit points from the following

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

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

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

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

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

Strategy, Innovation and Change PG (11506) | 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

Communication Workplace Learning PG (11635) | 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

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

Required - Must pass 21 credit points as follows

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

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

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

Communication and Behaviour Change G (11936) | 3 credit points – Level G

Digital Data Analytics and Visualisation G (11937) | 3 credit points – Level G

Award Options - Must select 1 of the following

Master of Communication (Strategic) - Must pass 15 credit points as follows

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

Communicating with Diverse Audiences G (11938) | 3 credit points – Level G

Strategic and Crisis Communication PG (11939) | 3 credit points – Level P

Master of Communication (Marketing) - Must pass 15 credit points as follows

Required Units - Must pass 12 credit points as follows

Communication Workplace Learning PG (11635) | 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

Restricted Choice - Must pass 3 credit points from the following

Audiences, Data and Media Convergence PG (11634) | 3 credit points – Level P

Integrated Digital Marketing and Communication G (12033) | 3 credit points – Level G

- From 2024 unit 11634 is no longer offered as a part of this course. Students should enrol only into 12033 Integrated Digital Marketing and Communication 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

Marketing Communication

Standard Full Time, Semester 1 Commencing

Year 1

Semester 1

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

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

[Social Research PG \(11636\)](#)

Restricted Choice unit

Semester 2

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

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

[Doing Social Research PG \(11637\)](#)

Restricted Choice unit

Year 2

Semester 1

[Global Marketing Communication and Branding PG \(11639\)](#)

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

[Integrated Digital Marketing and Communication G \(12033\)](#)

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

Strategic Communication

Standard Full Time, Semester 1 Commencing

Year 1

Semester 1

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

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

[Social Research PG \(11636\)](#)

Restricted Choice unit

Semester 2

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

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

[Doing Social Research PG \(11637\)](#)

Restricted Choice unit

Year 2

Semester 1

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

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

[Voice and Engagement in Organisational Communication PG \(11643\)](#)

Restricted Choice unit

Semester 2

[Communicating with Diverse Audiences G \(11938\)](#)

[Global Strategic Communication Planning PG \(11632\)](#)

[The Long Decade of Digital Disruption PG \(11633\)](#)

Restricted Choice unit

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

<p>opportunities across complex environments, considering ethical and cultural impacts.</p>	<p>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; apply their knowledge to working with Indigenous Australians in socially just ways.</p>
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Develop and enact innovative creative and critical thinking skills consistent with strategic management attributes.

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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flexible and keen to engage with new ideas; evaluate and adopt new technology.

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.

Analyse and demonstrate expert professional skills and judgment through reflective, informed and agile practice.

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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Synthesise and integrate critical knowledge and communications skills for progressive contribution to innovation and leadership in their field.

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Design and employ professional best practice models underpinned by advanced theory, addressing real-world problems in Strategic, Political and Marketing Communications sectors.

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Awards

Award

Official abbreviation

Master of Communication (Strategic)	M Comm(Str)
Master of Communication (Marketing)	M Comm(Mktg)

Alternative exits

Graduate Certificate in Communication

Graduate Certificate in Communication (Engagement)

Graduate Diploma in Communication

Enquiries

Student category	Contact details
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
Prospective International Students:	Email international@canberra.edu.au or Phone +61 2 6201 5342

Download your course guide



Scholarships

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[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.