

Master of Communication (ARM201.2)

Please note these are the 2024 details for this course

Domestic students

Selection rank	PG
English language requirements	An IELTS Academic score of 6.5 overall, with no band score below 6.0 (or equivalent). View IELTS equivalences
Duration	2.0 years
UAC code	880936
Faculty	Faculty of Arts and Design
Discipline	School of Arts and Communications
Location	UC - Canberra, Online UC - Canberra, Bruce

Fees 

Per Unit	Per Annum	Full Course
----------	-----------	-------------

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](#)

English language requirements An IELTS Academic score of 6.5 overall, with no band score below 6.0 (or equivalent).

[View IELTS equivalences](#)

CRICOS code 103874D

Faculty Faculty of Arts and Design

Discipline School of Arts and Communications

Location UC - Canberra, Online
UC - Canberra, Bruce

Duration 2.0 years

Fees 

Per Unit

Per Annum

Full Course

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.

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

Year	Location	Teaching period	Teaching start date	Domestic	International
2024	UC - Canberra, Online	Semester 1	05 February 2024	✓	✓
2024	UC - Canberra, Bruce	Semester 1	05 February 2024	✓	✓
2024	UC - Canberra, Online	Semester 2	29 July 2024	✓	✓
2024	UC - Canberra, Bruce	Semester 2	29 July 2024	✓	✓

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](#). Credit is not permitted towards completion of a graduate certificate.

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

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](#)

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

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

Restricted Choice unit

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

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

[Managing Marketing Communication Practice PG \(11641\)](#)

Restricted Choice unit

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

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

Semester 2

Restricted Choice unit

Audiences, Data and Media Convergence PG (11634)

Communication Workplace Learning PG (11635)

Crucial Marketing Communication Theory for Practice PG (11640)

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

Restricted Choice unit

Communication Trends and Innovation G (11630)

Digital Data Analytics and Visualisation G (11937)

Doing Social Research PG (11637)

Year 2

Semester 1

Restricted Choice unit

Industry and Identity: Challenges and Triumphs G (11638)

Strategic and Crisis Communication PG (11939)

Voice and Engagement in Organisational Communication PG (11643)

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
Develop and enact innovative creative and critical thinking skills consistent with strategic management attributes.	<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>

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

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.

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.

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.

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.

Evaluate and engage with authentic research, identifying challenges and opportunities across complex environments, considering ethical and cultural impacts.

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.

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.

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.

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.

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

-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.

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.

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.

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.

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.

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.

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.

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

Find the scholarship that's the right fit for you

[Explore Scholarships](#)

Printed on 25, March, 2023

University of Canberra, Bruce ACT 2617 Australia

+61 2 6201 5111

ABN 81 633 873 422

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.