

# Master of Creative Industries (ARM301.2)

Please note these are the 2026 details for this course

## Domestic students

Selection rank	
Delivery mode	Blended On campus Online
Location	Bruce, Canberra
Duration	2.0 years
Faculty	Faculty of Arts and Design
Discipline	School of Arts and Communications
UAC code	880614
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>	

Delivery mode	On campus
Location	Bruce, Canberra
Duration	2.0 years
Faculty	Faculty of Arts and Design
Discipline	School of Arts and Communications
CRICOS code	110292A
English language requirements	<p>An IELTS Academic score of 6.5 overall, with no band score below 6.0 (or equivalent).</p> <p><a href="#">View IELTS equivalences</a></p>

# About this course

## Be the master of your career

Realise your leadership potential and let your career thrive in the creative or cultural sector with the Master of Creative Industries.

Tailor your degree to suit you and your career goals with a broad range of elective units up for offer. Pursue your passions whether that be in marketing, user-experience, conservation, entrepreneurship, or finance for creative business.

Get inspired with guest lecturers and course content from leaders working at the cutting-edge of the creative and cultural industries. Build networks that will help shape future deals and connections for your career.

## Study a Master of Creative Industries at UC and you will:

- Create, pitch, and develop strategies for creative projects and businesses.
- Evaluate and navigate change and uncertainty to confidently produce novel solutions.
- Anticipate, identify, and develop knowledge of key technological developments and their relevance to creative practice.
- Develop and apply creative thinking and methodologies to produce innovative solutions.
- Engage respectfully with Indigenous approaches and knowledge to strengthen the creative sector.

## Work Integrated Learning

Through your choice of research, work integrated learning or a work-based project, you will apply what you've learnt in the real world.

We will help to match your placements and project options with industry partners who are most aligned with your interest areas, or you can choose to complete your project in your current place of work.

## Career opportunities

- Entrepreneur
- Creative Business Owner
- Creative Director
- Agency Director
- Marketing Manager
- Art Director
- Gallery Manager
- Multimedia Artist
- Screen Director
- Senior Designer
- Publicist
- Curator
- Senior Public Servant in the Creative or Cultural sectors

## Study for less with Commonwealth Support Places (CSP)

A course with Commonwealth Supported Places (CSP) means the Australian Government has subsidised a portion of your degree, reducing the total balance you are required to pay (known as the student contribution amount).

The CSP amount is determined by the course you are undertaking and the industry you'll be working in after graduation.

For more information on CSP, click [here](#).

## Course-specific information

To be eligible for the Master of Creative Industries, applicants must have a bachelor's degree or equivalent from a recognised tertiary institution.

# Admission requirements

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

Applicants who have completed the Graduate Certificate in Academic Foundations (EDC201) are also eligible for entry.

Students who have completed one of the following Graduate Certificates at UC may apply, and receive credit for the units completed under the Graduate Certificate:

- Graduate certificate in Creative Industries;
- Graduate Certificate in Digital Marketing;
- Graduate Certificate in Heritage Materials Conservation;

- Graduate Certificate in Creative Business;
- Graduate Certificate in Creative Leadership;
- Graduate Certificate in Design.
- Graduate Certificate in Screen Development

Students who have completed two or three (including the Graduate Certificate in Creative Industries) can receive up to 36cp of credit into this Masters.

Students who have completed the Graduate Diploma in Creative Industries at UC can articulate into the Masters course with 24cp of credit as completed under the Graduate Diploma.

Applicants with a completed Bachelors degree in a related/cognate field may be granted credit for up to 6cps of specified and 6cps of unspecified credit.

Defence Members who hold an equivalent rank of O-1 or above as an officer or chaplain, or E06 and above as an SNCO, are eligible for direct entry into this Masters degree as part of the Veteran Tertiary Support Program.

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
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

## Master of Creative Industries (ARM301) | 48 credit points

### Part 1 - Must pass 12 credit points as follows

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

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

Impact and Enterprise G (11155) | 3 credit points – Level G

Creativity and Digital Engagement G (11862) | 3 credit points – Level G

Indigeneity and the Creative Sector G (11863) | 3 credit points – Level G

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

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

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

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

Heritage Materials and Their Environments G (11160) | 3 credit points – Level G

The Cultural Significance of Patina G (11161) | 3 credit points – Level G

Heritage Materials - Structure and Integrity G (11162) | 3 credit points – Level G

Heritage Materials - Aesthetics and Stability G (11163) | 3 credit points – Level G

Business Decision Making G (11396) | 3 credit points – Level G

Finance for Creative Businesses PG (11498) | 3 credit points – Level P

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

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

Art, Technology and Business G (11864) | 3 credit points – Level G

Leadership in the Creative Industries G (11865) | 3 credit points – Level G

Digital Advertising Practices PG (11866) | 3 credit points – Level P

Social Media Marketing G (11867) | 3 credit points – Level G

Digital Advertising & Marketing Principles G (11868) | 3 credit points – Level G

Visual Communication for Creative Businesses G (11869) | 3 credit points – Level G

UX Design G (11870) | 3 credit points – Level G

Digital and Tangible Design G (11871) | 3 credit points – Level G

Designing Dramatic Screen Stories G (11889) | 3 credit points – Level G

Writing Dramatic Screenplays G (11890) | 3 credit points – Level G

The Creative Producer G (11891) | 3 credit points – Level G

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

## **Part 2 - Must pass between 12 and 24 credit points from the following**

### **Specialisations - Must pass between 1 and 2 of the following**

#### **Digital Marketing - Must pass 12 credit points as follows**

Audiences, Data and Media Convergence PG (11634) | 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

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

#### **Creative Leadership - Must pass 12 credit points as follows**

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

Business Decision Making G (11396) | 3 credit points — Level G

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

#### **Design - Must pass 12 credit points as follows**

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

Visual Communication for Creative Businesses G (11869) | 3 credit points — Level G

UX Design G (11870) | 3 credit points — Level G

Digital and Tangible Design G (11871) | 3 credit points — Level G

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

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

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

Leadership in the Creative Industries G (11865) | 3 credit points — Level G

#### **Heritage Materials Conservation - Must pass 12 credit points as follows**

Heritage Materials and Their Environments G (11160) | 3 credit points — Level G

The Cultural Significance of Patina G (11161) | 3 credit points — Level G

Heritage Materials - Structure and Integrity G (11162) | 3 credit points — Level G

Heritage Materials - Aesthetics and Stability G (11163) | 3 credit points — Level G

#### **Creative Business - Must pass 12 credit points as follows**

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

Business Decision Making G (11396) | 3 credit points — Level G

Social Media Marketing G (11867) | 3 credit points – Level G

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

### **Screen Development - Must pass 12 credit points as follows**

Impact and Enterprise G (11155) | 3 credit points – Level G

Designing Dramatic Screen Stories G (11889) | 3 credit points – Level G

Writing Dramatic Screenplays G (11890) | 3 credit points – Level G

The Creative Producer G (11891) | 3 credit points – Level G

### **Part 3 - May do up to 18 credit points from the following**

#### **Restricted Choice - May do up to 18 credit points from the following**

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

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

Impact and Enterprise G (11155) | 3 credit points – Level G

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

Heritage Materials and Their Environments G (11160) | 3 credit points – Level G

The Cultural Significance of Patina G (11161) | 3 credit points – Level G

Heritage Materials - Structure and Integrity G (11162) | 3 credit points – Level G

Heritage Materials - Aesthetics and Stability G (11163) | 3 credit points – Level G

Business Decision Making G (11396) | 3 credit points – Level G

Finance for Creative Businesses PG (11498) | 3 credit points – Level P

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

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

Creativity and Digital Engagement G (11862) | 3 credit points – Level G

Indigeneity and the Creative Sector G (11863) | 3 credit points – Level G

Art, Technology and Business G (11864) | 3 credit points – Level G

Leadership in the Creative Industries G (11865) | 3 credit points – Level G

Digital Advertising Practices PG (11866) | 3 credit points – Level P

Social Media Marketing G (11867) | 3 credit points – Level G

Digital Advertising & Marketing Principles G (11868) | 3 credit points – Level G

Visual Communication for Creative Businesses G (11869) | 3 credit points – Level G

UX Design G (11870) | 3 credit points – Level G

Digital and Tangible Design G (11871) | 3 credit points – Level G

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

## Part 4 - Must pass between 6 and 12 credit points from the following

### WIL Electives - May do up to 12 credit points from the following

Professional Practice (Industry and Creative Projects) PG (11872) | 6 credit points — Level P

Professional Practice (Internships A) PG (11873) | 3 credit points — Level P

Professional Practice (Internships B) PG (11874) | 3 credit points — Level P

### Research - May do up to 12 credit points from the following

Master of Arts Thesis / Professional or Creative Project PG (11164) | 6 credit points — Level P

Research Foundations G (11909) | 6 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 (Research)

#### Year 1

##### Semester 1

Impact and Enterprise G (11155)

Indigeneity and the Creative Sector G (11863)

Two Restricted Choice Electives

##### Semester 2

Creativity and Digital Engagement G (11862)

Three Restricted Choice Electives

#### Year 2

##### Semester 1

Research Foundations G (11909)

Two Restricted Choice Electives



## Semester 2

Two Restricted Choice Electives

[Master of Arts Thesis / Professional or Creative Project PG \(11164\)](#)

## Standard Full Time, Semester 1 Commencing (WIL Specialisation)

### Year 1

#### Semester 1

Two Restricted Choice Electives

[Impact and Enterprise G \(11155\)](#)

[Indigeneity and the Creative Sector G \(11863\)](#)

#### Semester 2

[Creativity and Digital Engagement G \(11862\)](#)

Three Restricted Choice Electives

### Year 2

#### Semester 1

[Research Foundations G \(11909\)](#)

Two Restricted Choice Electives

#### Semester 2

[Professional Practice \(Internships A\) PG \(11873\)](#)

Two Restricted Choice Electives

[Professional Practice \(Internships B\) PG \(11874\)](#)

# Course information

## Course duration

Standard 2 years full time or part-time equivalent. Maximum 6 years from date of enrolment to date of course completion.

## Learning outcomes

Learning outcomes

Related graduate attributes

<p>Create, pitch and develop strategies for creative projects and businesses</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: Use local Indigenous histories and traditional ecological knowledge to develop and augment understanding of their discipline; 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>Evaluate and navigate change and uncertainty to confidently produce novel solutions</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>

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Anticipate, identify and develop knowledge of key technological developments and their relevance to creative practice	<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: Use local Indigenous histories and traditional ecological knowledge to develop and augment understanding of their discipline; 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 apply creative thinking and methodologies to produce innovative solutions

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.

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Engage respectfully with Indigenous approaches and knowledge to strengthen the creative sector	<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: Use local Indigenous histories and traditional ecological knowledge to develop and augment understanding of their discipline; 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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## Awards

Award	Official abbreviation
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Master of Creative Industries	Master CreativeIndustries
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## Honours

None.

## Alternative exits

Students may exit early from the Masters course with any of the following awards if they have met the requirements of that award:

Graduate Diploma of Creative Industries

Graduate Certificate in Creative Industries

Graduate Certificate in Creative Business

Graduate Certificate in Creative Leadership

Graduate Certificate in Design

Graduate Certificate in Digital Marketing

Graduate Certificate in Heritage Materials Conservation

Graduate Certificate in Screen Development

## Enquiries

Student category	Contact details
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)
Current and Commencing Students:	Email <a href="mailto:artsanddesign.enquiries@canberra.edu.au">artsanddesign.enquiries@canberra.edu.au</a> or Phone (02) 6201 2570 or (02) 6206 3887

## 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.