

Master of Creative Industries (ARM301.3)

Please note these are the 2027 details for this course

Domestic students

Selection rank	N/A
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). 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
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>View IELTS equivalences</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>

Periods course is open for new admissions

Year	Location	Teaching period	Teaching start date	Domestic	International
2027	Bruce, Canberra	Semester 1	15 February 2027	✓	✓
2027	Bruce, Canberra	Semester 2	09 August 2027	✓	✓

Credit arrangements

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

Any Australian Higher Education Provider

[Any Completed Cognate Bachelor Degree equivalent to AQF 7 \(34308\)](#)

Any International Higher Education Provider

[Any Completed Cognate Bachelor Degree equivalent to AQF 7 \(34309\)](#)

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

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

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

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

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

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

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

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

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

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

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

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

Social Media Marketing G (11867) | 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

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
Create, pitch and develop strategies for creative projects and businesses	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>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>
--	--

Engage respectfully with Indigenous approaches and knowledge to strengthen the creative sector

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: 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>Develop and apply creative thinking and methodologies to produce innovative 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> <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>Anticipate, identify and develop knowledge of key technological developments and their relevance to creative practice</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>

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.

Evaluate and navigate change and uncertainty to confidently produce novel solutions	<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>
---	---

Awards

Award	Official abbreviation
Master of Creative Industries	Master CreativeIndustries

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 Leadership
Graduate Certificate in Design
Graduate Certificate in Digital Marketing
Graduate Certificate in Heritage Materials Conservation

Enquiries

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

Download your course guide



Scholarships

Find the scholarship that's the right fit for you

[Explore Scholarships](#)

Printed on 31, July, 2025

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.