

Master of Communication (Professional)

Program Structure

For students commencing from **172+**

Program Code	Total Subject	Intakes	Duration	Degree Structure
HS-23080, v4	13 (165cp)	Jan, May, Sept	4 semesters + 20 weeks	80cp Foundation subjects 40cp Dissertation/elective subject Options 45cp Professional Portfolio (20 weeks)

Foundation Subjects (80cp)		
HUMR71-100	Research Methods in Humanities and Social Sciences	Jan / May / Sept
HUMR71-110	Epistemology and Theory of Knowledge	Jan / May / Sept
PUBR71-102	Public Relations Masterclass	Jan
COMN71-102	Social Media: Risks and Opportunities	Jan
COMN71-103	Human Communication Theory	May
ADVT71-102	Advertising Masterclass: Brand Experience and Advanced Strategic Planning	May
COMN71-104	Relational Communication	Sept
COMN71-105	Strategic Organisational Communication & Leadership	Sept
Dissertation and electives option (40cp)		
HUMR71-705	Minor Dissertation/Portfolio A	Jan / May / Sept
HUMR71-706	Minor Dissertation/Portfolio B	Jan / May / Sept
Plus 20cp FSD elective subjects. Student must choose two (2) subjects from the FSD list of available postgraduate subjects.		
Professional (45cp)		
COMN73-100	Professional Portfolio (45cp)	Jan / May / Sept

Available Research Topics for Dissertation / Portfolio

The Faculty of Humanities and Social Sciences has highly skilled academic staff who can provide supervision to students in the following research areas:

- Advertising and Brand Experience in a Multi-Channel Environment
- Advertising Creativity: Concepts and Applications
- Advertising Ethics and Corporate Social Responsibility
- Building Teamwork in the Virtual Workplace
- Convergence and Digital Industries
- Crisis Communication Strategies in a Digital World
- Effects of Different Leadership Styles on Organisational Culture
- Engaging Employees – Strong Advocates or Harsh Critics?
- Establishing Authentic Corporate Social Responsibility in a Sceptical Environment
- Global Factors Contributing to Organisational Change
- Impact of Social Media on Future Public Relations Practice
- Interactivity and Consumer Engagement on Social Media Platforms
- Interpersonal Communication
- Journalism in the 21st Century
- Journalism Reinvented
- Mobile and Pervasive Communications
- Opportunities and Challenges of Mobile and Real-Time Marketing
- Paparazzi – The New Face of Journalism?
- Role of Media Relations in a Social Media Future
- Serious Games and Gamification
- Significance of the Media in Bridging the Cultural Divide
- Social Media and User-Generated Content
- The Growing Significance of Citizen Journalism
- The Internationalisation of Advertising
- The New Journalism
- The Obama Effect – New Election Campaigning Strategies
- The Proliferation of Social Networking Sites
- Virtual Environments for Learning and Work

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Program Sequencing

Commencing January		Commencing May		Commencing September	
Semester 1 (Jan)		Semester 1 (May)		Semester 1 (Sept)	
HUMR71-100	Research Methods in Humanities and Social Sciences	HUMR71-100	Research Methods in Humanities and Social Sciences	HUMR71-100	Research Methods in Humanities and Social Sciences
PUBR71-102	Public Relations Masterclass	COMN71-103	Human Communication Theory	COMN71-104	Relational Communication
COMN71-102	Social Media: Risks and Opportunities	ADVT71-102	Advertising Masterclass: Brand Experience and Advanced Strategic Planning	COMN71-105	Strategic Organisational Communication & Leadership
Semester 2 (May)		Semester 2 (Sept)		Semester 2 (Jan)	
HUMR71-110	Epistemology & Theory of Knowledge	HUMR71-110	Epistemology & Theory of Knowledge	HUMR71-110	Epistemology & Theory of Knowledge
COMN71-103	Human Communication Theory	COMN71-104	Relational Communication	PUBR71-102	Public Relations Masterclass
ADVT71-102	Advertising Masterclass: Brand Experience and Advanced Strategic Planning	COMN71-105	Strategic Organisational Communication & Leadership	COMN71-102	Social Media: Risks and Opportunities
Semester 3 (Sept)		Semester 3 (Jan)		Semester 3 (May)	
COMN71-104	Relational Communication	PUBR71-102	Public Relations Masterclass	COMN71-103	Human Communication Theory
COMN71-105	Strategic Organisational Communication & Leadership	COMN71-102	Social Media: Risks and Opportunities	ADVT71-102	Advertising Masterclass: Brand Experience and Advanced Strategic Planning
Minor dissertation or elective option subject		Minor dissertation or elective option subject		Minor dissertation or elective option subject	
Semester 4 (Jan)		Semester 4 (May)		Semester 4 (Sept)	
Minor dissertation or elective option subject		Minor dissertation or elective option subject		Minor dissertation or elective option subject	
Minor dissertation or elective option subject		Minor dissertation or elective option subject		Minor dissertation or elective option subject	
Minor dissertation or elective option subject		Minor dissertation or elective option subject		Minor dissertation or elective option subject	
Semester 5 (May)		Semester 5 (Sept)		Semester 5 (Jan)	
COMN73-100	Professional Portfolio (45cp)	COMN73-100	Professional Portfolio (45cp)	COMN73-100	Professional Portfolio (45cp)

The information published in this document is correct at the time of printing. However, all programs are subject to review by the Academic Senate of the University and the University reserves the right to change its program offerings and subjects without notice.