

For students commencing from **172+**

Program Code	Total Subject	Intakes	Duration	Degree Structure
HS-23095, v2	12	Jan, May, Sept	3 semesters f/t	80cp Foundation subjects 40cp Dissertation/Elective subject Options

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 or elective Option (40cp) Students must choose one of the below options on commencement of their program.		
Option 1 (Elective options are not available to students undertaking Option 1)		
HUMR72-701	Major Dissertation/Portfolio A (20cp)	Jan / May / Sept
HUMR72-702	Major Dissertation/Portfolio B (20cp)	Jan / May / Sept
Option 2		
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. Students may choose to undertake COMN71-710 Communication Internships and Portfolio as one of their elective options.		

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

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.

Commencing in the **JANUARY** semester

January (semester 1)		May (semester 2)		September (semester 3)	
HUMR71-100	Research Methods in Humanities and Social Sciences	COMN71-103	Human Communication Theory	COMN71-104	Relational Communication
HUMR71-110	Epistemology and Theory of Knowledge	ADVT71-102	Advertising Masterclass: Brand Experience and Advanced Strategic Planning	COMN71-105	Strategic Organisational Communication & Leadership
PUBR71-102	Public Relations Masterclass	HUMR72-701	Major Dissertation/Portfolio A	HUMR72-702	Major Dissertation/Portfolio B
COMN71-102	Social Media: Risks and Opportunities				

Commencing in the **MAY** semester

May (semester 1)		September (semester 2)		January (semester 3)	
HUMR71-100	Research Methods in Humanities and Social Sciences	COMN71-104	Relational Communication	PUBR71-102	Public Relations Masterclass
HUMR71-110	Epistemology and Theory of Knowledge	COMN71-105	Strategic Organisational Communication & Leadership	COMN71-102	Social Media: Risks and Opportunities
COMN71-103	Human Communication Theory	HUMR72-701	Major Dissertation/Portfolio A	HUMR72-702	Major Dissertation/Portfolio B
ADVT71-102	Advertising Masterclass: Brand Experience and Advanced Strategic Planning				

Commencing in the **SEPTEMBER** semester

September (semester 1)		January (semester 2)		May (semester 3)	
HUMR71-100	Research Methods in Humanities and Social Sciences	PUBR71-102	Public Relations Masterclass	COMN71-103	Human Communication Theory
HUMR71-110	Epistemology and Theory of Knowledge	COMN71-102	Social Media: Risks and Opportunities	ADVT71-102	Advertising Masterclass: Brand Experience and Advanced Strategic Planning
COMN71-104	Relational Communication	HUMR72-701	Major Dissertation/Portfolio A	HUMR72-702	Major Dissertation/Portfolio B
COMN71-105	Strategic Organisational Communication & Leadership				

Commencing in the **JANUARY** semester

January (semester 1)		May (semester 2)		September (semester 3)	
HUMR71-100	Research Methods in Humanities and Social Sciences	HUMR71-110	Epistemology and Theory of Knowledge	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		Minor dissertation or elective option subject	

Commencing in the **MAY** semester

May (semester 1)		September (semester 2)		January (semester 3)	
HUMR71-100	Research Methods in Humanities and Social Sciences	HUMR71-110	Epistemology and Theory of Knowledge	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	Minor dissertation or elective option subject	
Minor dissertation or elective option subject		Minor dissertation or elective option subject		Minor dissertation or elective option subject	

Commencing in the **SEPTEMBER** semester

September (semester 1)		January (semester 2)		May (semester 3)	
HUMR71-100	Research Methods in Humanities and Social Sciences	HUMR71-110	Epistemology and 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	Minor dissertation or elective option subject	
Minor dissertation or elective option subject		Minor dissertation or elective option subject		Minor dissertation or elective option subject	