

Program Code	Total Subject	Intakes	Duration	Degree Structure
HS-23095, v1	12	Jan, May, Sept	3 semesters full time	8 Foundation subjects 4 Dissertation/Portfolio subjects

Foundation Subjects (8)		
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 (4)		
Option 1		
HUMR72-701	Major Dissertation/Portfolio A <u>OR</u>	Jan / May / Sept
HUMR72-702	Major Dissertation/Portfolio B <u>OR</u>	Jan / May / Sept
Option 2		
HUMR71-705	Minor Dissertation/Portfolio A plus	Jan / May / Sept
HUMR71-706	Minor Dissertation/Portfolio B	Jan / May / Sept
HUMR71-707	Minor Dissertation/Portfolio C	Jan / May / Sept
HUMR71-708	Minor Dissertation/Portfolio D <u>OR</u>	Jan / May / Sept
COMN71-710	Communication Internship and Portfolio	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

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 <u>OR</u>	HUMR72-702	Major Dissertation/Portfolio B <u>OR</u>
COMN71-102	Social Media: Risks and Opportunities	HUMR71-705 & HUMR71-706	Minor Dissertation/Portfolio A plus Minor Dissertation/Portfolio B	HUMR71-707 & HUMR71-708	Minor Dissertation/Portfolio C plus Minor Dissertation/Portfolio D <u>OR</u>
				HUMR71-707 & COMN71-710	Minor Dissertation/Portfolio C plus Communication Internship and Portfolio <u>OR</u>

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 <u>OR</u>	HUMR72-702	Major Dissertation/Portfolio B <u>OR</u>
ADVT71-102	Advertising Masterclass: Brand Experience and Advanced Strategic Planning	HUMR71-705 & HUMR71-706	Minor Dissertation/Portfolio A plus Minor Dissertation/Portfolio B	HUMR71-707 & HUMR71-708	Minor Dissertation/Portfolio C plus Minor Dissertation/Portfolio D <u>OR</u>
				HUMR71-707 & COMN71-710	Minor Dissertation/Portfolio C plus Communication Internship and Portfolio <u>OR</u>

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 <u>OR</u>	HUMR72-702	Major Dissertation/Portfolio B <u>OR</u>
COMN71-105	Strategic Organisational Communication & Leadership	HUMR71-705 & HUMR71-706	Minor Dissertation/Portfolio A plus Minor Dissertation/Portfolio B	HUMR71-707 & HUMR71-708	Minor Dissertation/Portfolio C plus Minor Dissertation/Portfolio D <u>OR</u>
				HUMR71-707 & COMN71-710	Minor Dissertation/Portfolio C plus Communication Internship and Portfolio <u>OR</u>