

Master of Communication (Professional)

Program Structure

Program Code	Total Subject	Intakes	Duration	Degree Structure
HS-23080, v3	13 (165cp)	Jan, May, Sept	4 semesters + 20 weeks	8 Foundation subjects 4 Dissertation/Portfolio subjects Professional Portfolio (45cp)

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)		
HUMR71-705	Minor Dissertation/Portfolio A	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	Jan / May / Sept
Professional (45cp)		
COMN73-100	Professional Portfolio (45cp)	Jan / May / Sept

Available Research Topics for Dissertation / Portfolio

The Faculty of Society & Design 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.

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Program Sequence

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
HUMR71-705	Minor Dissertation/Portfolio A	HUMR71-705	Minor Dissertation/Portfolio A	HUMR71-705	Minor Dissertation/Portfolio A
Semester 4 (Jan)		Semester 4 (May)		Semester 4 (Sept)	
HUMR71-706	Minor Dissertation/Portfolio B	HUMR71-706	Minor Dissertation/Portfolio B	HUMR71-706	Minor Dissertation/Portfolio B
HUMR71-707	Minor Dissertation/Portfolio C	HUMR71-707	Minor Dissertation/Portfolio C	HUMR71-707	Minor Dissertation/Portfolio C
HUMR71-708	Minor Dissertation/Portfolio D	HUMR71-708	Minor Dissertation/Portfolio D	HUMR71-708	Minor Dissertation/Portfolio D
Semester 5 (May)		Semester 5 (Sept)		Semester 5 (Jan)	
COMN73-100	Professional Portfolio (45cp)	COMN73-100	Professional Portfolio (45cp)	COMN73-100	Professional Portfolio (45cp)