

Master of Communication (Professional)

Program Structure

For students commencing from **191+**

| 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) | | Requisites | Offering | |
|--|---|------------------------------|------------------|------------------|
| HUMR71-100 | Research Methods in Humanities and Social Sciences | Anti-requisite HUMR71-111 | 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 | | May | |
| COMN71-104 | Relational Communication | | Sept | |
| COMN71-105 | Strategic Organisational Communication & Leadership | | Sept | |
| Dissertation or Elective Option (40cp) | | Assumed Knowledge* | Requisites | Offering |
| Option 1 (<i>Elective options are not available to students undertaking Option 1</i>) | | | | |
| HUMR72-701 | Major Dissertation/Portfolio A (20cp) | HUMR71-100 | | Jan / May / Sept |
| HUMR72-702 | Major Dissertation/Portfolio B (20cp) | | HUMR72-701 | Jan / May / Sept |
| Plus 20cp FSD elective subjects. Students must choose two (2) subjects from the FSD list of available postgraduate subjects. | | | | |

| Professional (45cp) | | Requisites | Offering |
|---------------------|-------------------------------|--|------------------|
| COMN73-100 | Professional Portfolio (45cp) | Successful completion of 12 Masters subjects | Jan / May / Sept |

Assumed Knowledge*

This is the minimum level of knowledge needed to successfully complete this subject. Students who do not possess this knowledge are strongly recommended against enrolling and do so at their own risk. While this is not a barrier to enrolment, students lacking the recommended knowledge will be considerably disadvantaged. There will be no adjustments or special considerations made for a lack of prior knowledge.

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.

Available Research Topics for Dissertation / Portfolio

The Faculty of Society and 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

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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 | COMN71-105 | Strategic Organisational Communication & Leadership |
| Semester 2 (May) | | Semester 2 (Sept) | | Semester 2 (Jan) | |
| HUMR71-110 | Epistemology and Theory of Knowledge | HUMR71-110 | Epistemology and Theory of Knowledge | 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 | 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 |
| 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) |

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