

Master of Strategic Communication



About the course

The Master of Strategic Communication is a 1.5 year course designed for professionals aspiring to become trusted senior communication advisors in the workplace. Every organisation around the world relies on communication, both internally and externally, and the majority of these organisations are challenged by the complexity of today's multi-channel environment. Strategic communication professionals are therefore in higher demand than ever before.

Students will gain an advanced understanding about the global communications environment and become equipped to work across a range of industry, government, agency and community organisations. A broad understanding of strategic communication, including its history and relationship to media policy, practice, public relations, journalism and production will be studied. Strategy development skills and communication project management, including requisite research, consultation and reporting skills will be obtained, as well as a broad knowledge of the global media environment.

Career prospects

Government, community organisations and charities are demonstrating significant growth in strategic communication roles, where graduates advise on corporate communications, community liaison projects, human resource-based projects such as change management, and more. Private organisations such as consumer marketing, agencies, media and broadcasting, advertising, digital communications or sales organisations all require strategic communication professionals, particularly in relationship management, strategic planning, advisory, account executive or project management positions. The course can also lead to senior communications and general management positions.

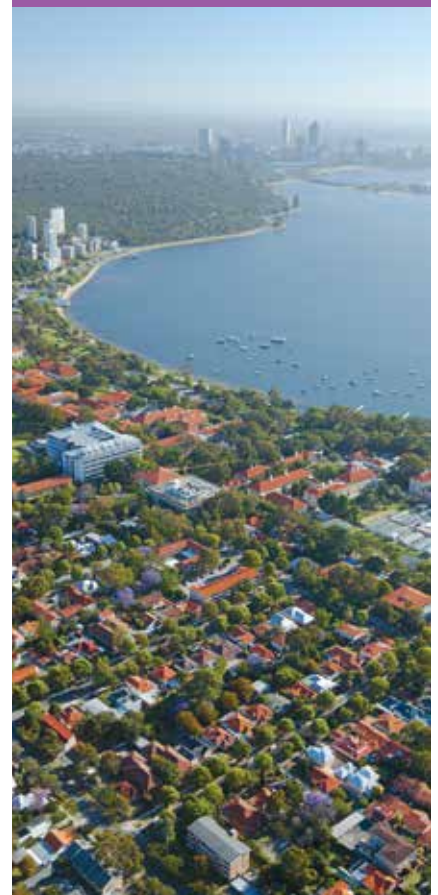
Course structure

This course may be completed full-time or part-time. Students have up to 5 years to complete the Master of Strategic Communication. Students who wish to exit the Master prior to completion (96 points) may graduate with a Graduate Certificate (24 points) or Graduate Diploma (48 points).

About UWA

Located on the beautiful Swan River in Perth, Western Australia, UWA is proud to have scored five star rankings in the Good Universities Guide 2014 and is recognised internationally as being a leading university, ranked in the top 100 in the world in the highly respected Shanghai-JiaoTong University's Academic Ranking of World Universities.

It is the only Western Australian university to belong to the Group of Eight – a coalition of the top research universities in Australia – and it is one of only two Australian members of the Worldwide Universities Network.





What topics are studied in the course?

- Strategic Communications in a Digital Era
- Digital Media: Theory and Practice
- Organisational Communication and Project Management
- Global Media and Cross-cultural Communication
- Strategic Representation and Promotion
- Communication Strategies for Change
- Concepts in Communication
- Sexuality, Media, Culture
- iGeneration
- Public Communication
- Online Journalism
- Media Law and Ethics
- Issues in Contemporary Global Journalism
- News Gathering: Technique and Timing
- Practicum 2: Broadcast and Digital
- Applied Professional Business Communications
- Integrated Marketing Communications
- Marketing and Society
- Science and the Media
- Innovative Social Research Methods

How do I apply?

Admission requirements

Applicants must have a relevant bachelor's degree with an average mark of at least 65 per cent in Level 3 units of the major, or equivalent as recognised by the Faculty. English: IELTS minimum of 6.5 overall with individual items no less than 6.0.

Key dates

Domestic students

Applications for February intake open in September and close mid-January. Applications for July intake open in April and close mid-June.

International students

There are no strict application deadlines, however prospective students are encouraged to apply early, allowing sufficient time for the processing of their application and to secure a student visa.

Apply online

To apply online, domestic and international students should visit www.studyat.uwa.edu.au/postgraduate-coursework/apply

For further information

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