

Executive Master of Strategic Communication

Faculty of Arts and Social Sciences
School of Communication

Introduction

Technological change is a feature of contemporary life and work. Nowhere is this more evident than in communication – social media; data analytics; the use of ‘big data’; artificial intelligence (AI). More than evolutionary progress, there is disruptive change that is creating concerns about privacy and disinformation. There is also social, cultural and political change such as a decline in public trust. At the same time, there are new opportunities to engage and connect.

Communication professionals today need to be up to date with technology and changes in society. Even better, they need to be leaders ready to advise government, corporations and organisations on effective strategic communication.

That’s why we have developed a totally new postgraduate degree at UTS – the first of its kind in Australia and one of a few such degrees in the world.

If you are a communication professional with three or more years work experience and looking to progress into a leadership position in strategic corporate, government or organisational communication, this course is for you.

It has been structured to provide advanced knowledge of communication as well as allowing you to focus on either government



communication or corporate and marketing communication. You will learn how gain deep audience insights, think outside the square to address communication problems and opportunities, and evaluate your work.

Those who do not meet the minimum three years’ relevant work experience requirement may wish to consider the Master of Strategic Communication.

Why Strategic Communication at UTS?

Not an MBA, more than a Master of Arts

This customised degree provides advanced learning to equip graduates to work at senior management level with a specific focus on strategic communication.

Choose your specialisation

Specialise in either government communication or corporate and marketing communication to develop core skills in your chosen area of expertise.

Integrated theory and practice

This course culminates with a practice related project relevant to your field of interest, so you can use what you’ve learned and apply it to your current position or organisation objectives.

Transdisciplinary innovation

This custom-designed degree for communication professionals is a collaboration between the UTS School of Communication, the UTS School of International Studies; UTS Business School, the UTS Centre for Media Transition; and the Faculty of Transdisciplinary Innovation, which is a leader in teaching creativity and innovation.

Distinguished academics and industry leaders as lecturers

This course is delivered by a combination of senior academic researchers and leading industry professionals.

Professional recognition

Programs in the public communication discipline at UTS are accredited by the Public Relations Institute of Australia (PRIA). Students have access to free student membership of the PRIA and graduates have an accelerated path to professional membership of the PRIA.

Executive Master of Strategic Communication

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The Executive Master of Strategic Communication equips you with extensive disciplinary knowledge by tailoring your focus in either Government Communication or Corporate and Marketing Communication.

Course Structure

Students must complete 72 Credit Points (CP) in total – including 3 core subjects (24 CP), 4 stream subjects (32 CP) and finally a major project. Not all elective subjects are available each session.

Duration

The course is offered on a one year, full-time or equivalent part-time basis.

Note: The course can only be completed in one year by enrolling in a full-time load over Autumn, Spring and Summer sessions as per the typical program.

Core subjects (8 CP each) - Compulsory

Understanding and Engaging Audiences

Strategic Communication and Integration

Exploring Human Communication: Theories and Practice



Streams

Corporate and Marketing Communication

OR

Government Communication

Corporate and Marketing Communication

Open Government and the New Public Sphere

Emergent Media Practices

Stakeholder Engagement

Media Law and Accountability

Creativity and Innovation in Communication

Creativity and Innovation in Communication

Issue and Crisis Communication



Major Project

Unique to the Executive Master of Strategic Communication, the Major Project is tailored to each particular stream and to your work.

Delivered in partnership with the UTS Business School and with Creative Intelligence and Innovation, you will reflect on and apply your learning from all subjects in the course to a work-related project and produce a major document to inform a strategic communication plan.

Producing this project should demonstrate evidence of research as well as reflective and critical thinking to your current organisation or work campaign.

Careers

- Corporate communication manager or director
- Senior strategic communication adviser
- Government communication strategist
- Head of a communication agency
- Chief Communication Officer (CCO)

Your Academics

Here are some of the academics across our Communication, Business and Transdisciplinary Innovation disciplines who will be teaching you in the subjects within the course.

Distinguished Professor Jim Macnamara

Prior to joining UTS in 2007, Jim had a successful 30-year career in professional communication practice spanning journalism, public relations, advertising, and media research. Immediately prior to joining the academy, he was the founder and CEO of the Asia Pacific office of the global media research firm CARMA International, which he sold to Isentia (formerly Media Monitors) in 2006.

Jim is also a Visiting Professor at The London School of Economics and Political Science (LSE), Media and Communications Department, and a Visiting Professor at the London College of Communication (LCC) in the University of the Arts London (UAL).

Professor Maureen Taylor

Professor Taylor is a leading researcher and author in relation to dialogic theory of public relations and communication and is a multi-award winning academic, including being elected as a Fellow of the International Communication Association (ICA) in 2018.

She has extensively researched, published and taught in relation to stakeholder and community engagement, social media, and public diplomacy.

Dr Kate Delmo

Kate's research interests are in issues and crisis communication, disaster risk communication, digital influencers, and social media in tourism research.

She is currently working on research projects about social media in government risk communication (cross-comparative study between Australia and Indonesia); social media in disability inclusive disaster risk communication; and webcare practices of hospitality organisations in Australia in managing negative online reviews.

Dr. Soojin Kim

Dr Soojin Kim is a lecturer at the School of Communication. Her research areas are public behaviour, public sentiment, and public relations strategies in diverse contexts. Before joining UTS, she worked for Singapore Management University as an Assistant Professor in Corporate Communication.

She received her PhD in Communication at Brian Lamb School of Communication, Purdue University, West Lafayette, Indiana, U.S.A. She earned her Masters in Marketing Communications from the University of Westminster (full-time), London, U.K., and another in Public Relations from Sogang University (part-time), Seoul, Korea. Before joining academia, she used to work as a communication consultant at various communication firms including Edelman, Fleishman Hillard, and Broder Partners.

Dr Walter (Wal) Jarvis

Dr Walter (Wal) Jarvis is the Director of the UTS Master of Management and a researcher and educator in leadership, stewardship, economic-ethics and corporate governance.

His research investigates decision-making in business, foregrounding as a premise to management the moral-relational accountability of business leaders to regain public trust in enterprise management. In his research and teaching he draws on 20 plus years general management and consulting experience with local and international corporations, as well as formal qualifications in adult education and management learning.

Associate Professor Bem Le Hunte

Associate Professor Bem Le Hunte is an international author and an expert in the field of Creative Intelligence. Over the past three decades she has worked across a broad range of creative industries, from advertising and journalism, to publishing and new media.

She's been a creative consultant, creative director, brand consultant and copywriter (in the UK, Australia and India) for over 500 brands across a diverse range of media – covering the world's most successful blue chip companies to social enterprises and start-ups.

Testimonials



Katherine Fitzpatrick
Manager and Senior Editor,
Communications Division, Reserve
Bank of Australia

At the time I started the degree I was thinking about how to move to a new job within the organisation and I know my employers value the rigour of formal learning such as a masters degree.

I was interested in this degree because it was being taught across disciplines and in the long term I want to work in different industries. I wanted a degree that would give me that versatility and practical learning.

I learnt from the course that some of the most effective communication campaigns are collaborative, and I mean that in terms of creating an approach together with stakeholders and your team. The best campaigns are research based, inventive and really about empathy, about understanding the people your organisation is trying to reach.

I'd say I also learnt more about effective measurement, and that we need to do a better job of testing our ideas and refining them as we go.

I've been able to apply a lot of what I've learnt to situations at work and I think it's changed my approach to projects and how I manage my team. I try to listen and empathise more, and to drive a strategic approach rather than focusing on our day to day output.

Having more knowledge of different communications research practices has made me more confident in challenging assumptions and I think more open to new ways of doing things. I think the course has also been a way of focusing on my own career development and it prompted me to have those career conversations at work.



Nicholas Cheetham
Media and Strategic
Communications Manager
Transport NSW

After completing my undergraduate degree in Public Relations and Sociology and entering the work force, I was keen to undertake further study to learn more skills that would assist me with my current roles as well as other future roles.

I really enjoyed the opportunity to work and learn with others who were in a similar position to me – colleagues who have completed their undergrad and are well and truly into the work force within the communications industry. Being able to share opinions and real work experiences, partnered with learning from the great lecturers on the academic side of things was a great combination and something I found really valuable to my learning.

The course has contributed to my professional and personal life as I have not only made some great friends but also professional connections that work in the same industry. More so, I have learned new skills and approaches that have allowed me to produce a better outcome for my organisation.

I found the Executive Master to be a truly specialist course with highly experienced academics that have challenged the way I approach my day-to-day work for the better.

Admission Requirements



All applicants need to have completed a minimum of three years' relevant work experience in corporate, government, organisational, political or marketing communication. Those who do not meet this requirement may wish to consider the Master of Strategic Communication instead.

Applicants must have completed a UTS recognised Bachelor's Degree, or an equivalent or higher qualification, or submitted other evidence of general and professional qualifications that demonstrates potential to pursue graduate studies.

For applicants with a Bachelor's Degree, the degree must be in field of education, management and commerce, society and culture (e.g. Bachelor of Arts), or creative arts.

For applicants with a Master's Degree, Graduate Diploma or Graduate Certificate, the qualification can be in any field of study

If applicants have not met any of the academic requirements above, they must provide:

- a personal statement (approximately 500 words) explaining why they wish to study the course they are applying for, and
- a curriculum vitae (CV), which should include details of paid and voluntary work or other experiences (e.g. special interest groups) that could be relevant to the course.

If applicants do not submit these documents, their application may not be considered.

The English proficiency requirement for international students or local applicants with international qualifications is: Academic IELTS: 6.5 overall with a writing score of 6.0; or TOEFL: paper based: 550-583 overall with TWE of 4.5, internet based: 79-93 overall with a writing score of 21; or AE5: Pass; or PTE: 58-64; or CAE: 176-184.

Eligibility for admission does not guarantee offer of a place.

Professional recognition

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Why Communication at UTS?



**UTS ranked
Australia's No.1
Young University**

Source: Times Higher Education Young University
Rankings 2015-2019 and QS Top 50 Under 50
2016-2020



5 stars

for excellence in Research,
Employability, Facilities, Teaching,
Innovation, Inclusiveness and
Internationalisation

Source: QS Stars Rating 2015-2017,
2018-2021



**No.1
Median Salary**

of all Communication
graduates in Australia

Source: (Graduate Outcomes
Survey 2016-17)



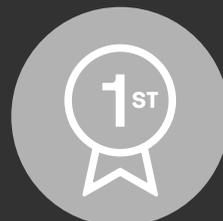
**UTS
Communication
ranked within
the Top 100**

in the QS World University
Rankings by Subject 2020



**UTS
Communication
ranked within
the Top 100**

of Shanghai Ranking's
Global Ranking of Academic
Subjects 2019



**Winner of
the Hybrid
Learning Award**

Source: QS Reimagine Education
Award 2015



How to apply

DOMESTIC STUDENTS

You can apply to study postgraduate coursework at UTS online via the UTS Online Application System, or at one of our Postgraduate Expos or Postgraduate information sessions. Find out everything you need to know about upcoming information sessions at uts.edu.au/events

INTERNATIONAL STUDENTS

You should visit the International Students Applying to UTS page for full instructions on how to apply.

VISA REQUIREMENT

To obtain a student visa to study in Australia, international students must enrol full time and on campus. Australian student visa regulations also require international students studying on student visas to complete the course within the standard full-time duration. Students can extend their courses only in exceptional circumstances.

Connect with us

