

Master of Strategic Communication

Faculty of Arts and Social Sciences
School of Communication

Introduction

Every day, we face challenges both big and small, extending across, and emerging from, digital communication technologies, creating political, social, and cultural issues. These changes impact organizations as well individuals. Organisations communicate and engage with their stakeholders and publics very differently in the post pandemic world – they are now expected to lead innovation, and to keep up with rapid technological evolution. Otherwise, they risk becoming obsolete. At the same time, individual communicative behaviours show more complex patterns, exacerbated by the overload of misinformation on social media platforms. Public distrust in government and media has, consequently, become a chronic global problem. Furthermore, publics believe that business is not doing enough to address societal issues. These are complex realities that call for a measured, strategic, and nuanced communicative response.

The UTS Strategic Communication courses may be suitable if you are a graduate seeking a career in corporate, government, political, health, organisational or marketing communication,



advertising or public relations; or a communication professional wishing to advance your career.

Applicants who have completed a minimum of three years' relevant work experience in the communication industry may wish to consider the Executive Master of Strategic Communication.

Why Strategic Communication at UTS?

It's more important to do the right thing than do things right

Doing things right is important in all fields of work. But, as the eminent management consultant Peter Drucker said, it is even more important to do the right thing. This means understanding and developing strategy, not just tactics. In this course students learn how to plan and implement communication that effectively achieves the objectives of their organisation.

Integrated theory and practice

The UTS approach to learning combines practical knowledge and experience with theory and critical thinking that helps identify best practice and raises important

questions about issues such as ethics and stakeholder and societal interests.

Transdisciplinary innovation

This advanced degree is a collaboration between the leading UTS School of Communication, the UTS School of International Studies; and UTS Business School, giving students access to the latest thinking in global management as well as communication.

Field visits and internships

Students have the opportunity to undertake internships in a commercial, government or non-profit communication department or an agency to gain practical knowledge and field

visits to professional advertising, public relations and/or digital communication offices are arranged in some subjects.

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.

Master of Strategic Communication

C04385

The Master of Strategic Communication includes theoretical and practical perspectives on up-to-date issues such as audience insights through ethical data collection and analysis, digital media communication, and strategic communication informed by research and evaluation

Course Structure

Students must complete 72 Credit Points (CP) in total – including 6 core subjects (48 CP) and 3 electives (24 CP). Not all elective subjects are available each session.

Duration

This course is typically offered on a one-and-a-half year full-time, or three-year part-time, basis.



Careers

Graduates of this course are equipped to work in senior roles in corporate, government, political, organisational or marketing communication, advertising, public relations or integrated communication, including positions related to marketing and promotion, stakeholder engagement, employee communication, community relations, media relations, and public affairs.

Core subjects (8 CP each) - Compulsory

Exploring Human Communication: Theories and Practice

Understanding and Engaging Audiences

Strategic Communication and Integration

Influence in the Digital World

Intercultural and International Communication

Managing Public Communication

Master of Strategic Communication Electives – choose three from the following:

Contemporary Advertising Practice

Corporate and Marketing Communication

Creativity and Innovation in Communication

Developing Academic Writing and Speaking Skills

Emergent Media Practices

Issue and Crisis Communication

Organisational Communication and Culture

Professional Practice

Stakeholder Engagement



Graduate Diploma in Strategic Communication

C06129

The Graduate Diploma in Strategic Communication equips you with the skills in traditional and digital forms of strategic communication to write effectively, present professionally and implement various forms of disciplinary knowledge into various environments to achieve organisation objectives.

Strategic Communication offers an articulated program. The Graduate Diploma and Master's degree share subjects, allowing credit recognition to articulate from a Graduate Diploma to a Master of Strategic Communication.

Course Structure

Students must complete 48 Credit Points (CP) in total – including 4 core subjects (32 CP) and 2 electives (12 CP). Not all elective subjects are available each session.

Course Duration

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

Core subjects

Exploring Human Communication: Theories and Practice

Influence in the Digital World

Understanding and Engaging Audiences

Strategic Communication and Integration

Strategic Communication Electives – choose two from the following:

Contemporary Advertising Practice

Corporate and Marketing Communication

Developing Academic Writing and Speaking Skills

Intercultural and International Communication

Organisational Communication and Culture

Professional Practice

Stakeholder Engagement

Academic English: Communication Fundamentals

Issue and Crisis Communication

Testimonials



Jane Kewin
Marketing & Communications
Director for a Law Firm

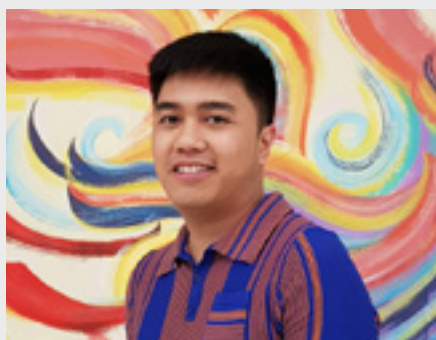
My first subject for the Master's program was media relations. One of my favourite experiences from the course was taking a filmed mock interview in the UTS Bon Marche Studio with an ABC journalist. It taught me that you can never be too prepared with your key messages as journalists can and will steer you off track. The practical insight from this subject was invaluable – as, whilst my role in public relations and communications is not to be in front of the camera, it certainly gave me a fantastic understanding on how to instruct my senior management team in their preparation for media comment.

My final subject was crisis communications, and again – the practical elements of the teaching method were instantly relatable to any communications work environment. This subject was engaging and highly relevant. We studied a broad range of crisis case studies (such as country specific responses to the Indian Ocean

earthquake and tsunami, workplace fatalities, and product recalls in the pharmaceutical industry). We also looked at best practice theoretical concepts as well as the practical elements of responding to a crisis. The subject included participating in a mock crisis simulation which involved devising communication strategy, key messages / speech writing for CEOs, media releases and social media strategy.

The Master of Strategic Communication is rigorous, and requires discipline and focus, but it is also hugely rewarding. It provides a great foundation for a variety of roles across public and media relations, social media, advocacy, and corporate communication.

Additionally, I cannot speak highly enough of the lecturers in this Master's program. It was a privilege to undertake such a relevant, practical and worthwhile educational experience.



Daryl Jaramilla
Public Relations Officer at the
Department of the Interior
and Local Government (DILG),
Philippines

I took up the Master of Strategic Communication because it is very much related to my work here in the Philippines as a public relations officer at the Department of the Interior and Local Government (DILG).

One of my key takeaways from the course is learning what strategic communication is all about. As a communication professional from another country, learning an international perspective on strategic communication is a great help not only in honing my communication skills but also contributing to the improvement of my organisation's communication initiatives.

Everything I learned has been advantageous on my part because it has strengthened my capacity to communicate and assist in developing new communication

efforts for the DILG thru my office, the PACS as the official communication arm of the Department. For instance, exploring postmodern and sociocultural views in strategic communication has greatly contributed to my understanding and appreciation of how crucial it is in an organisation.

As for my personal life, I saw my 18-month study at the UTS as something more than having a master's degree but a journey of self-growth. As someone who has never travelled overseas until the opportunity came of being chosen as one of the Filipino scholars under the Australia Awards Scholarships (AAS), I have had many wonderful lessons and beautiful realisations that I will carry with me wherever I go. Truly an amazing experience I will always be happy about and grateful for.

Admission Requirements

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.

If applicants have not met any of the 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.

Master of Strategic Communication

For applicants to this course 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, graduate diploma or graduate certificate qualification, the qualification can be in any field of study.

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

Applicants who have completed a minimum of three years' relevant work experience in the communication industry may wish to consider the Executive Master of Strategic Communication (C04384).



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.

Recognition of prior learning

Students who have successfully completed subjects from the Graduate Diploma in Strategic Communication are eligible for recognition of prior learning for completed subjects for the Master of Strategic Communication.

Students transferring from the Graduate Diploma in Strategic Communication to the Master of Strategic Communication must have successfully completed at least three subjects in the Strategic Communication postgraduate program.

Professional recognition

The Strategic Communication program is 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.



Why Communication at UTS?



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

Times Higher Education
WUR Top 200 under 50 Rankings 2016-2022



**Global Top 100
for Communication**

2022 QS World Subject Rankings



5 stars

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



**Ranked 9th
in Australia**

for the field of Communication
& Media Studies

Times Higher Education World University Rankings
2022 by subject



**Ranked in the
Top 150 universities
globally**

Times Higher Education World University Rankings
2022, QS World University Rankings 2022

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.

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