

With only eight core courses, the program's flexibility allows you to specialise in areas including strategic communication management, financial communication and communication for social change.

The Master of Communication allows you to choose from a diverse range of electives combined with a core of global and strategic communication courses, as well as a professional research project.

Courses explore theoretical frameworks and practical applications of contemporary communication trends. There is a focus on projects that provide you with practical learnings to develop your capabilities, as well as opportunities for work-integrated learning, focusing on the corporate, government and NGO sectors.

Based on your previous studies, you may be eligible for exemptions that could shorten your program duration.

How you will learn

Offered through a flexible combination of lectures, seminars and studios, this program provides opportunities for individual exploration, teamwork projects, engagement in industry-based work and study tours.

Your classes will take place at our newly revamped urban campus and will be led by practising communication specialists with industry and academic experience. There are also some online and intensive offerings to assist with balancing work, life and study.

The Master of Communication will build your strengths in understanding the fundamentals of communication in a changing media and industry landscape and provide valuable insight into current trends and practice.

Importance is placed on work-integrated learning with all students undertaking a Strategic Communication Management studio experience in first year working with industry partners on industry projects. In your second year, you will complete a Professional Research Project that will be presented as a scholarly industry report, a minor thesis or a practice-based project with an exegesis.

Communication can build stronger, more cohesive and sustainable communities & societies. Program staff emphasize values of professionalism, resilience, empathy, listening and the celebration of difference in their teaching, research and practice.

Career outlook

Graduates move into professional and management roles in communication and PR agencies, government departments, NGOs, and in many other organisations that use communication to achieve their goals.

There are many job opportunities for strategic professional communicators and employers are looking for strong theoretical and practical skills, which this program provides.

The Master of Communication can also position you well for digital and social media, marketing communication, brand engagement, and community development roles depending on the electives that you select.

Communication enables people to make significant contributions to the success of their organisations, which provides a rewarding and valued career path.

Industry connections

This program has strong links with industry, providing students with opportunities to undertake work-integrated learning placements in government, corporate and not-for-profit sectors.

Experienced communication managers, stakeholder engagement directors, and adjunct professors from industry partners such as Save the Children and Incitec Pivot sit on the program advisory committee and provide valuable advice and guidance to shape course content.

Students can also complete an internship or work-integrated project as part of the Professional Practice elective. With an emphasis on global industry practice, students can complete an international placement or take part in a study tour as part of their program.

Program snapshot

Program code: MC248

Duration

Full-time 2 years
Part-time 4 years

Location

City campus

Program Manager

Dr Jenny Robinson
Contact via Info Corner at
study@rmit.edu.au or call 03 9925 2260

rmit.edu.au/programs/mc248

Program structure

The degree structure supports specialist studies and allows you to refine your individual approach to current communication trends.

The program is professionally oriented. The practice areas are:

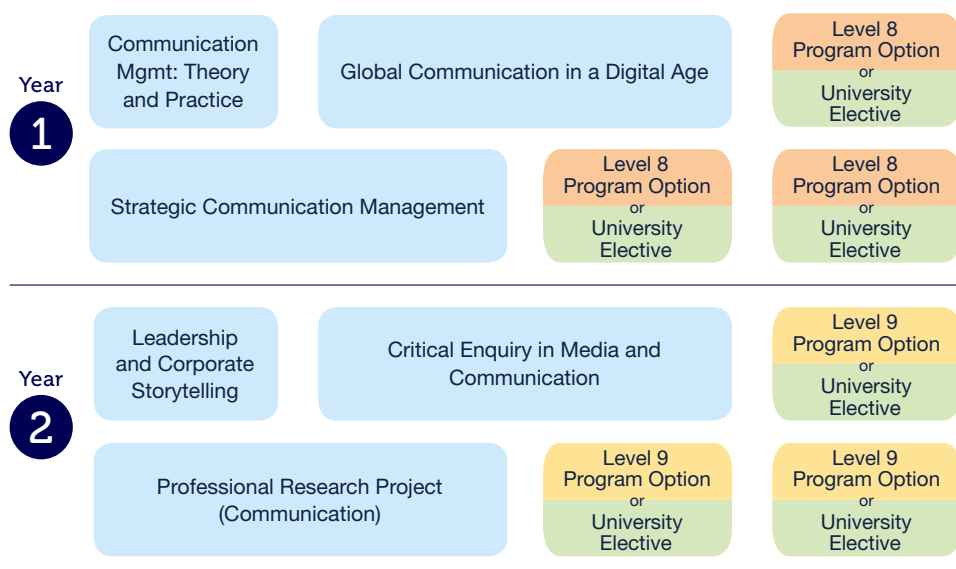
- communication for social change
- public relations
- civic engagement
- strategic communication management
- corporate communication

You will have the opportunity to study these areas alongside students from other media and communication disciplines.

As well as the practice areas above, courses are offered in:

- communication theory and practice
- financial communication
- leadership and corporate storytelling
- communication for social change
- international advertising.

Program structure



Level 8 Program Options

Corporate Writing and Editing

Risk and Crisis Communication

Financial Communication

Advertising Theory and Practice

Community and Civic Engagement

Level 9 Program Options

Change Communication

Stakeholder Relations and Emergent Media

Communication for Social Change

Ethics, Philosophy and Professional Communication

International Advertising

Entry requirements

You must have:

- successfully completed an Australian Bachelor degree (or equivalent overseas qualification) with a minimum GPA of 2.5 (out of 4.0)

OR

- at least three years professional experience in public relations, corporate or strategic communication, professional communication and/or editing and publishing.

Selection task

You must include with your application a statement that outlines:

- your interest in studying the program
- how you feel the program will advance your career or offer new opportunities
- your awareness of current global trends in persuasive communication and brand management
- details of any previous work experience in the industry.

Legend:

- Core Skills
- Level 8 Program Option
- Level 9 Program Option
- University Elective

Credit and exemptions

If you have successfully completed one of the following qualifications specialising in public relations, corporate/strategic communication and/or professional communication, you will be eligible for exemption as follows:

Qualification level	Exemptions	Remaining program duration
Bachelor Degree	Up to 48 credit points (equivalent to one semester of full-time study)	Minimum of 144 credit points (equivalent to three semesters of full-time study)
Bachelor Honours Degree	Up to 96 credit points (equivalent to two semesters of full-time study)	Minimum of 96 credit points (equivalent to two semesters of full-time study)
Graduate Certificate	Up to 48 credit points (equivalent to one semester of full-time study)	Minimum of 144 credit points (equivalent to three semesters of full-time study)
Graduate Diploma	Up to 48 credit points (equivalent to one semester of full-time study)	Minimum of 96 credit points (equivalent to two semesters of full-time study)

Applicants with a bachelor honours degree, graduate certificate, graduate diploma or masters degree qualification majoring in a different discipline may also be eligible for exemption of up to 48 credit points (equivalent to one semester full time study).

Students also use this program as the first step in advancing to PhD research.

Learn more about pathways or if you are eligible for credit transfer and recognition of prior learning.

This information is designed for Australian and New Zealand citizens and permanent residents of Australia.

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