

Handbook 2020

Coursecode

A1001

DIPLOMA OF COMMUNICATION

Murdoch University

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Cancellation of Courses, Majors, Minors and Units

The University reserves the right to cancel, without notice, any course, major, minor or unit if the number of students enrolled falls below limits set by the University or in other unforeseen circumstances.

Alternative Formats

Handbook home page:

<http://handbook.murdoch.edu.au>

This publication can also be provided in alternative formats by contacting the Equity and Social Inclusion Office at Murdoch University

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Group	Course	Offerings
Communication	Diploma of Communication	• Murdoch University Dubai (UAE) ['DUBAI-ISC'] (internal)

COMMUNICATION

DIPLOMA OF COMMUNICATION

Duration: 1 year full-time or part-time equivalent

Availability:

- Murdoch University Dubai (UAE) ['DUBAI-ISC'] (internal)

The Diploma of Communication is designed to provide students with a broad introduction to communication in a supportive, student-centred learning environment. It will prepare students for further study or for a professional communication career. Students will explore a broad range of discipline areas including, web and social media literacy; digital media and screen production and analysis; news gathering and reporting. They will also have a better understanding of career planning and management, as well as develop literacy skills that will enhance their academic and professional communication and language capabilities. The knowledge and skills gained through completing the Diploma will be directly transferable to either entry-level employment/work settings and/or to further learning in an academic setting.

Course Codes: A1001

Admission Requirements (Offshore):

Successful completion of GCE A levels with 2 passes (E or better)
 International Baccalaureate - Aggregate score of 21 or above
 Other - successful completion of one of the following:
 . A recognised post-secondary (post high school course);
 . University preparation (foundation) studies;
 . One year of study at a recognised tertiary or higher education institute;
 . 2 units completed at an Australian University or Open University Australia (OUA).
 Full list of country specific academic entry requirements can be provided.

Admission Requirements (Onshore):

Successful completion of Year 12 with minimum ATAR of 50 or
 Foundation Program or AQF Certificate IV
 Humanities

Course Structure - 24 credit points

Course Core - 24 credit points

MFP1001 Language Enhancement - 3 points
 DUBAI-ISC: TJD-internal, TMD-internal, TSD-internal

MSP1001 Career Learning: Managing Your Career - 3 points
 DUBAI-ISC: TJD-internal, TMD-internal, TSD-internal

BBS1001 Academic Skills for Business - 3 points
 DUBAI-ISC: TJD-internal, TMD-internal, TSD-internal

COM1011 Social Media - 3 points
 DUBAI-ISC: TJD-internal, TSD-internal

COM1041 Digital Newsgathering and Reporting - 3 points
 DUBAI-ISC: TMD-internal

COM1071 Strategic Communication - 3 points
 DUBAI-ISC: TMD-internal

COM1091 Introduction to Digital Media Skills - 3 points
 DUBAI-ISC: TMD-internal

COM1051 Critical Web Literacy - 3 points
 DUBAI-ISC: TJD-internal, TSD-internal

Academic Skills for Business (BBS1001)

Enrolment in Bachelor of Business, Bachelor of Commerce, Bachelor of Economics, Bachelor of Business in Applied Accounting, or Bachelor of Digital Marketing and Media, Bachelor of Business in Sustainability. Enrolment in Diploma of Business, Diploma of Communications, Diploma of Information technology, Diploma of Psychological Studies.

Career Learning: Managing Your Career (MSP1001)

Nil.

Critical Web Literacy (COM1051)

Nil.

Introduction to Digital Media Skills (COM1091)

Nil.

Social Media (COM1011)

Nil

Strategic Communication (COM1071)

Nil.

PREREQUISITES