

Handbook 2020

Coursecode

G1071

GRADUATE DIPLOMA IN WEB 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
Graduate Coursework Degrees and Professional Doctorates		
Web Communication	Graduate Diploma in Web Communication (GradDipWebComm)	• Murdoch campus (internal)

WEB COMMUNICATION

GRADUATE DIPLOMA IN WEB COMMUNICATION (GRADDIPWEBCOMM)

Restriction: All graduate courses are subject to restriction.

Humanities

Admission Requirements (Onshore):

Recognised Bachelor's degree in any field, or equivalent training, or satisfactory preparation for the course through previous study or professional experience.

Graduate Diploma in Web Communication (GradDipWebComm)

Course Codes: G1071

This course is an innovative qualification for professionals who need the theoretical knowledge and technical skills in social media tactics and technologies, search engine optimisation, web content, web analytics and online communications strategies. The course will cover the full spectrum of web communications in business, social, political, and organisational spheres and provide students with the technical skills to maximise opportunities in this new landscape.

Employment Prospects:

Web communications specialist; online PR and marketing consultant; SEO strategist; digital-content strategist; e-commerce specialist; digital producer; e-marketer; web studio account manager; social media strategist; web metrics analyst.

Availability:

- Murdoch campus (internal)

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

Course Structure - 24 credit points

Core Units - 18 credit points

MCM501 Critical and Ethical Issues in Communication - 3 points
MURDOCH: S1-internal

MCM502 Web Strategy - 3 points
MURDOCH: S1-internal

MCM506 Strategic Communication - 3 points
MURDOCH: S1-internal

WEB564 Web Research - 3 points
MURDOCH: S2-internal

WEB566 Social Media Analysis - 3 points
MURDOCH: S1-internal

MCM684 Advanced MESH Project - 3 points
MURDOCH: S1-internal, S2-internal, W-internal

Specified Electives - 6 credit points

Select from the following:

GAD501 Games and Apps Design and Production - 3 points
MURDOCH: S1-internal

MCM507 Health Communication - 3 points
MURDOCH: S1-internal

GRD503 Design Thinking Tools - 3 points
MURDOCH: S1-internal

GRD504 Research Methods for Innovation - 3 points
MURDOCH: S1-internal

MCM605 International Strategic Communication and Culture - 3 points
MURDOCH: S2-internal

GRD505 Co-design Project Strategies - 3 points

MURDOCH: S1-internal

PREREQUISITES

Advanced MESH Project (MCM684)

Enrolment in a graduate-level course.

Co-design Project Strategies (GRD505)

Enrolment in a graduate-level course.

Critical and Ethical Issues in Communication (MCM501)

Enrolment in a graduate-level course.

Design Thinking Tools (GRD503)

Enrolment in a graduate-level course.

Games and Apps Design and Production (GAD501)

Enrolment in a graduate-level course.

Health Communication (MCM507)

Enrolment in graduate-level study.

International Strategic Communication and Culture (MCM605)

Enrolment in graduate course of study.

Research Methods for Innovation (GRD504)

Enrolment in a graduate-level course.

Social Media Analysis (WEB566)

Enrolment in a graduate-level course.

Strategic Communication (MCM506)

Nil.

Web Research (WEB564)

Enrolment in a graduate-level course.

Web Strategy (MCM502)

Enrolment in a graduate-level course.