

Handbook 2020

Coursecode

M1277

MASTER 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:

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Group	Course	Offerings
Graduate Coursework Degrees and Professional Doctorates		
Communication and Media Studies	Master of Communication (MCommun)	• Murdoch campus (internal)

COMMUNICATION AND MEDIA STUDIES

MASTER OF COMMUNICATION (MCOMMUN)

Availability:

- Murdoch campus (internal)

Main Research Areas:

Strategic communication, public relations, web communication, journalism, cultural studies, media and communication studies

This course focuses on managing communication within an international context, emphasising the Asia-Pacific. Informed by international scholarship in a range of disciplines and by professional practice, the course will develop students' professional and intellectual skills to prepare them for a career in communication and media related professions, including but not limited to public relations, corporate communication, web communication, media liaison, or consultancy related to the media and creative industries. Its purpose is also to develop students' skills and independent learning ability to future-proof their personal development.

Restriction: All graduate courses are subject to restriction.

Humanities

Master of Communication (MCommun)

Employment Prospects:

Executive or managerial positions in communication and media related fields, including corporate communications, public relations, media liaison or consultancy in the media and creative industries.

Duration: 2 years full-time or part-time equivalent

Admission Requirements (Onshore):

(i) A recognised Bachelor degree (AQF Level 7) in the discipline. Students who have completed a graduate diploma or equivalent (AQF Level 8) in the disciplinary area may apply for advanced standing of up to 12 credit points. In addition, students who have at least one year of full-time relevant workplace experience, such as in public relations, journalism and media and communication sectors, may apply for advanced standing of up to an additional 12 credit points.

OR

(ii) A minimum of ten years' work experience in the media and communication sectors or in a professional capacity, or a minimum of five years' work experience in a managerial role, together with evidence of ability to carry out research for and/or write professional reports.

Course Codes: M1277

Course Structure - 48 credit points

Core Units - 18 credit points

MCM682 Global Media: Asia-Pacific Perspectives - 3 points
MURDOCH: S2-internal

MCM604 People, Corporates and Globalisation - 3 points
MURDOCH: S2-internal

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

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

Specified Electives - 30 credit points

Select from the following options: Research Option or Project Option

Project Option (Default Option)

MCM683 Communication Management: Professional Perspectives - 6 points
MURDOCH: S1-internal

AND

MCM680 Research Project in Communication - 6 points
MURDOCH: S1-internal, S2-internal

AND 18 points from the Specified Elective list below.

Research Option

Research Option (Approval by the Academic Chair must be sought)

ART610 Masters by Coursework Research Dissertation - 12 points
MURDOCH: H-internal, H-external, S1-internal, S1-external, S2-internal, S2-external, Y-internal, Y-external

AND

ART604 Advanced Research Methods - 3 points
MURDOCH: S1-internal, S1-external, S2-internal, S2-external

AND 15 points from the Specified Elective List below.

Specified Elective List

Units not on this list will be considered on a case-by-case basis and must be approved by the Academic Chair before enrolment.

AST650 Culture, Communities and Sustainability in Asia - 3 points
MURDOCH: S1-internal, S1-external

MCM507 Health Communication - 3 points
MURDOCH: S1-internal

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

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

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

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

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

WEB564 Web Research - 3 points
MURDOCH: S2-internal

PREREQUISITES

Advanced MESH Project (MCM684)

Enrolment in a graduate-level course.

Advanced Research Methods (ART604)

Enrolment in Honours or a graduate-level (AQF level 9) course.

Communication Management: Professional Perspectives (MCM683)

Enrolment in the Master of Arts in Communication Management or Master of Communication Management or Master of Communication.

Critical and Ethical Issues in Communication (MCM501)

Enrolment in a graduate-level course.

Culture, Communities and Sustainability in Asia (AST650)

Enrolment in a graduate-level (AQF level 8 or AQF level 9) course.

Design Thinking Tools (GRD503)

Enrolment in a graduate-level course.

Games and Apps Design and Production (GAD501)

Enrolment in a graduate-level course.

Global Media: Asia-Pacific Perspectives (MCM682)

Enrolment in the Master of Communication Management or a Graduate course.

Health Communication (MCM507)

Enrolment in graduate-level study.

International Strategic Communication and Culture (MCM605)

Enrolment in graduate course of study.

Masters by Coursework Research Dissertation (ART610)

A Distinction average in coursework and approval of the Academic Chair.

People, Corporates and Globalisation (MCM604)

Enrolment in graduate course of study.

Research Methods for Innovation (GRD504)

Enrolment in a graduate-level course.

Research Project in Communication (MCM680)

Enrolment in M1209 Master of Communication Management or M1277 Master of Communication. Students are normally expected to enrol in this unit once they have completed most other course requirements.

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.