## **DEGREE: Master of Strategic Communication 12540 (2 year study plan / no admission credit)**

Handbook: <https://handbooks.uwa.edu.au/coursedetails?code=12540#course-structure>

4 x CORE

4 x OPTION – GROUP A

4 x OPTION – GROUP B

4 x CONVERSION

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| **2023** | SEM 1 | **COMM5701** Strategic Communications in a Digital Era (Y2) | **COMM5702** Digital Media: Theory and Practice (U2E) | **COMM5200** Digital Advocacy | **Conversion unit** eg BUSN5100 Applied Professional Business Communications |
| SEM 2 | **COMM5104** Public Communication | **COMM5703** Strategic Communications Planning & Mgmt (U4E) | **COMM5605** Issues in Contemporary Global Journalism (Y7) | **Conversion unit** eg COMM3001 Media Enterprise in Transition |
| **2024** | SEM 1 | **Group B option** eg. POLS5503 Public Administration | **Group B option** eg. MKTG5501 Integrated Marketing Communications | **COMM5706** Accountability and Responsibility in the Media | **COMM5604** Media Governance |
| SEM 2 | **Group B option**  eg. WILG5003 Professional Development Practicum C  (12 credit points) | | **Conversion unit** eg POLS5684 China and the World (U5A) | **Conversion unit** eg POLS5651 Global Political Economy (Y6) |

**Note**

* Conversion units can be: any additional option unit/s in the degree; or any Level 1 – 5 unit/s approved by the Course Coordinator
* Any ONE of the following units are approved as a Semester 2 ‘Option – Group B’ substitute:  
  [EMPL5514](https://aus01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fhandbooks.uwa.edu.au%2Funitdetails%3Fcode%3DEMPL5514&data=04%7C01%7Cedda.griffin%40uwa.edu.au%7Ca3d7ac2dafd845550d5a08d9fd9801de%7C05894af0cb2846d8871674cdb46e2226%7C0%7C0%7C637819651570448607%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000&sdata=Dk%2FXzG8gOXxGXDtZXe4Q4VQJPTG%2FTHkpPp0so2MfaJ0%3D&reserved=0) Negotiation and Dispute Resolution; [HRMT5530](https://aus01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fhandbooks.uwa.edu.au%2Funitdetails%3Fcode%3DHRMT5530&data=04%7C01%7Cedda.griffin%40uwa.edu.au%7Ca3d7ac2dafd845550d5a08d9fd9801de%7C05894af0cb2846d8871674cdb46e2226%7C0%7C0%7C637819651570448607%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000&sdata=WiVmbmF%2FqvtXpTdf4pv31lzZQPxOg1FXe%2BMmZdVxOxc%3D&reserved=0) Career Development and Employability; [MGMT5508](https://aus01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fhandbooks.uwa.edu.au%2Funitdetails%3Fcode%3DMGMT5508&data=04%7C01%7Cedda.griffin%40uwa.edu.au%7Ca3d7ac2dafd845550d5a08d9fd9801de%7C05894af0cb2846d8871674cdb46e2226%7C0%7C0%7C637819651570604828%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000&sdata=3sWjzR4LdwtcySrofWPgfujzDX%2Fafqyp%2B7VowP9UnR0%3D&reserved=0) Organisational Behaviour and Leadership; [MKTG5406](https://aus01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fhandbooks.uwa.edu.au%2Funitdetails%3Fcode%3DMKTG5406&data=04%7C01%7Cedda.griffin%40uwa.edu.au%7Ca3d7ac2dafd845550d5a08d9fd9801de%7C05894af0cb2846d8871674cdb46e2226%7C0%7C0%7C637819651570604828%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000&sdata=3kWCB2GOz9a8KakhOko85frLPLEMehdH7g36cQa1X84%3D&reserved=0) Buyer Behaviour & Decision Making; [MKTG5502](https://aus01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fhandbooks.uwa.edu.au%2Funitdetails%3Fcode%3DMKTG5502&data=04%7C01%7Cedda.griffin%40uwa.edu.au%7Ca3d7ac2dafd845550d5a08d9fd9801de%7C05894af0cb2846d8871674cdb46e2226%7C0%7C0%7C637819651570604828%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000&sdata=Zwv9DGfNQwXerKi%2F3V6KLvU%2BGKncStLuz5%2FObWPGo5M%3D&reserved=0) Digital Marketing; [POLS5684](https://aus01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fhandbooks.uwa.edu.au%2Funitdetails%3Fcode%3DPOLS5684&data=04%7C01%7Cedda.griffin%40uwa.edu.au%7Ca3d7ac2dafd845550d5a08d9fd9801de%7C05894af0cb2846d8871674cdb46e2226%7C0%7C0%7C637819651570604828%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000&sdata=TSCwy31NtOESiugGf8hNzBe%2FgMslZon3WPJ7WHXRFIw%3D&reserved=0) China & the World (U5A); [POLS5651](https://aus01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fhandbooks.uwa.edu.au%2Funitdetails%3Fcode%3DPOLS5651&data=04%7C01%7Cedda.griffin%40uwa.edu.au%7Ca3d7ac2dafd845550d5a08d9fd9801de%7C05894af0cb2846d8871674cdb46e2226%7C0%7C0%7C637819651570604828%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000&sdata=%2B8xmGfa99m1H4%2BBfWUhuVgnPZdRn2ou%2ByHM%2B9qd3KwA%3D&reserved=0) Global Political Economy (Y6)

A standard full-time study load is four units per semester. The standard completion time for this degree is 1.5 – 2 years. The maximum completion time is 5 years.