

FACULTY OF HUMANITIES AND SOCIAL SCIENCES

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# PROFESSIONAL DEGREES



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## DEGREES FOR AN INCREASINGLY DYNAMIC, COMPETITIVE AND MULTI-FACETED WORKPLACE.

The Professional Degree offerings are an evolution of the traditional university degree, combining discipline specific theory with cross faculty knowledges and practical industry experience; providing students with exceptional workplace and academically comprehensive postgraduate degrees.

Each Professional Degree has a duration of 4 semesters plus 20 weeks (92 weeks) and is available to start in all semesters.

The new Professional Degree offerings include:

- Master of Communication (Professional)
- Master of Communication (Business) (Professional)
- Master of Criminology (Professional)
- Master of International Relations (Professional)

The Professional Degrees follow the same course structure as that of the existing Communication, International Relations and Criminology postgraduate degrees, but include a professional segment - an additional study and experience component. This professional segment consists of three subjects; the Field Project, Professional Portfolio and Field Project Report.

The Field Project is the experiential component of the professional segment, created to provide practical experience for students to deploy their learned skills in an occupation or profession relevant to Master's specialisation. Students will develop professional competencies, learn about career opportunities and obtain professional experience.

The Professional Portfolio combines theoretical knowledge with business, professional and operational methodologies, so as to expand analytic and strategic thinking capacities. The portfolio should be developed with the notion that it is a professional product used to present an individual to a prospective employer.

The Field Project Report is the culmination of the academic requirements in the professional segment. The aim is to ensure all students have mastered current competencies relevant to their chosen vocation. Candidates must successfully complete a major research project associated with their Field Project placement and Professional Portfolio.

These degree options are perfect for all students interested in gaining postgraduate qualifications; whether straight out of undergraduate studies, looking to evolve current qualifications or considering a career change, the Professional Degrees apply across the board, providing a strong knowledge and experience base on which students can rely and draw confidence.



# PROFESSIONAL DEGREE STRUCTURES

## MASTER OF COMMUNICATION (PROFESSIONAL)

**Duration:** 4 semesters plus 20 weeks (92 weeks)

**Starting:** January, May and September

### ENTRY REQUIREMENTS

Completion of an undergraduate degree program at an approved institution with a record of performance at least at Credit (65%) level, subject to the decision of the Dean or designate.

### PROGRAM DESCRIPTION

The Master of Communication (Professional) is an innovative degree, designed to allow students to pursue advanced training in communication, while simultaneously developing workplace and business skills highly valued by employers.

The Master of Communication (Professional) consists of 4 semesters plus 20 weeks. Candidates will undertake specialist training in the area of communication workplace and business studies, culminating with a professional segment of a Professional Portfolio, Field Project and Field Project Report. This program has been developed in collaboration with industry and is designed to dovetail into present and future professional career opportunities. At the end of the degree, candidates will have a professional portfolio detailing their research and practical expertise in their chosen vocational area.

### PROGRAM STRUCTURE

This program must include:

- Research Methods in Humanities and Social Sciences
- Epistemology and Theory of Knowledge
- Sociology of Mass Communication
- Communication Research Seminar
- Theoretical Constructs in Communication

Plus a specialist major (3 subjects) from one of the following areas:

- Advertising
- Public Relations
- Journalism
- Media
- Corporate Communication

(see Master of Communications above for the structure of each major)

Plus

- 3 Professional Subjects
  - Professional Portfolio
  - Field Project
  - Field Project Report

Plus

Any four subjects selected from the Humanities and Social Sciences list of postgraduate subjects, of which at least two must be drawn from Advertising, Communication, Public Relations or Journalism.

or

Students with a GPA of 2.5 or above may complete a 4 subject dissertation.

### PROFESSIONAL OUTCOMES

The Master of Communication (Professional) is designed to equip students with knowledge and experience to enable them to step into an organisation and start assisting with the development and implementation of communication strategies and business imperatives. Knowledge of communication is beneficial to any career and plays a vital role in the functioning of any government, business or industrial organisation. Being an effective communicator will only enhance your career no matter what profession you choose.

## MASTER OF COMMUNICATION (BUSINESS) (PROFESSIONAL)

**Duration:** 4 semesters plus 20 weeks (92 weeks)

**Intake:** January, May or September

### ENTRY REQUIREMENTS

Completion of an undergraduate degree program at an approved institution with a record of performance at least at Credit (65%) level, subject to the decision of the Dean or designate.

### PROGRAM DESCRIPTION

The Master of Communication (Business) (Professional) is a unique degree, offered jointly by the School of Communication and Media and the School of Business. Postgraduate students specialise in both communication and business with a core of postgraduate subjects plus two specialist majors: one from the School of Business and one from the School of Communication and Media. Communication specialist majors include Advertising, Corporate Communication and Public Relations. Business specialist majors include Marketing, Finance and International Business. Students will develop an understanding of the acquisition of knowledge and basic research and statistical methods, fundamental concepts of communication as they apply to organisations married with the marketing imperatives of business organisations.

Candidates will undertake specialist training in the area of communication, workplace and business studies, culminating with a professional segment of a Professional Portfolio, Field Project and Field Project Report. This program has been developed in collaboration with industry and is designed to dovetail into present and future professional career opportunities. At the end of the degree, candidates will have a professional portfolio detailing their research and practical expertise in their chosen vocational area.

### PROFESSIONAL OUTCOMES

The Master of Communication (Business) (Professional) is designed to equip students with knowledge and experience to enable them to step into an organisation and start assisting with the development and implementation of communication strategies and business imperatives. Students develop workplace skills which are highly valued by employers. Knowledge of communication is beneficial to any career and plays a vital role in the functioning of any government, business or industrial organisation. Being an effective communicator will only enhance your career no matter what profession you choose.

## PROGRAM STRUCTURE

This program must include:

2 core subjects to be completed in the first two semesters of enrolment

- Research Methods in Humanities and Social Sciences
- Epistemology and Theory of Knowledge

4 Foundation subjects

- Theoretical Constructs in Communication
- Communication and Leadership in Organisations
- Marketing Fundamentals
- Managerial Finance

6 subjects

3 subjects from one of the following areas for a Communication specialist major:

### Advertising

3 subjects drawn from

- Brand Image and Cultural Space in Advertising
- Creative Strategies in Advertising
- Media Strategic Planning
- Communication Internship

### Corporate Communication

3 subjects drawn from

- Corporate Conflict Resolution
- Corporate Training and Consultancy
- Communication Research Seminar
- Communication Internship

### Public Relations

3 subjects drawn from

- Advanced Public Relations Campaigns and Strategies
- Advanced Media Relations
- Advanced Crisis Communication
- Communication Internship

And

3 subjects from one of the following areas for a Business specialist major:

### Marketing

- Customer Analysis
- Market Research
- Building Customer Relationships

### Finance

- Personal Finance
- Investments
- Capital Markets

### International Business

- Global Business
- International Trade
- International Human Resource Management

Plus

3 Professional Subjects

- Professional Portfolio
- Field Project
- Field Project Report

## MASTER OF CRIMINOLOGY (PROFESSIONAL)

**Duration:** 4 semesters plus 20 weeks (92 weeks)

**Intake:** January, May and September

### ENTRY REQUIREMENTS

Completion of an undergraduate degree program from an approved institution, normally with some prior studies in a social science area.

### PROGRAM DESCRIPTION

The Master of Criminology (Professional) is an innovative degree, designed to allow students to pursue advanced training in criminology, while simultaneously developing workplace and business skills highly valued by employers.

Candidates will undertake specialist training in the area of criminology, culminating with a professional segment of a Professional Portfolio, Field Project and Field Project Report. This program has been developed in collaboration with industry and is designed to dovetail into present and future professional career opportunities. At the end of the degree, candidates will have a professional portfolio detailing their research and practical expertise in their chosen vocational area.

### PROGRAM STRUCTURE

This program must include:

2 Core subjects to be completed in the first two semesters of enrolment:

- Research Methods in Humanities and Social Sciences
- Epistemology and Theory of Knowledge

6 Foundation subjects selected from the CRIM71 coded subjects from the Humanities and Social Sciences schedule of postgraduate subjects.

and

3 Professional subjects

- Professional Portfolio
- Field Project
- Field Project Report

Plus

2 subjects selected from CRIM71 coded subjects in the Humanities and Social Sciences schedule of postgraduate subjects and two other subjects of which at least one must come from the Humanities and Social Sciences list of postgraduate subjects.

or

Students with a GPA of 2.5 or above may undertake a four subject dissertation.

### PROFESSIONAL OUTCOMES

Graduates of this program find opportunities in the areas of research, teaching, intelligence analysis, policy analysis, program development, service delivery and consulting. Graduates could expect to be employed in areas such as state and federal agencies, law enforcement of crime research, specially convened tribunals, police, community welfare etc.



## MASTER OF INTERNATIONAL RELATIONS (PROFESSIONAL)

**Duration:** 4 Semesters plus 20 weeks (92 weeks)

**Intake:** January, May and September

### ENTRY REQUIREMENTS

Completion of an undergraduate degree program at an approved institution with at least a major in International Relations or similar and normally with a record of performance at Credit (65%) level or better, subject to the decision of the Dean.

### PROGRAM DESCRIPTION

The Master of International Relations (Professional) is an innovative degree, designed to allow students to pursue advanced training in international relations, while simultaneously developing workplace and business skills highly valued by employers.

Candidates will undertake specialist training in the area of international relations, culminating with a professional segment of a Professional Portfolio, Field Project and Field Project Report. This program has been developed in collaboration with industry and is designed to dovetail into present and future professional career opportunities. At the end of the degree, candidates will have a professional portfolio detailing their research and practical expertise in their chosen vocational area.

### PROGRAM STRUCTURE

This program must include:

2 Core subjects to be completed in the first two semesters of enrolment

- Research Methods in Humanities and Social Sciences
- Epistemology and Theory of Knowledge

6 Foundation subjects from the INTR71 section of the Humanities and Social Sciences list of postgraduate subjects;

and

3 Professional subjects

- Professional Portfolio
- Field Project
- Field Project Report

Plus

2 subjects drawn from INTR71 coded subjects and 2 other elective subjects of which at least one must come from the Humanities and Social Sciences list of postgraduate subjects;

or

Students with a GPA of 2.5 or above may complete a four subject dissertation.

**Please Note:** Within the above structure, students may seek to complete majors within the following:

#### Diplomacy

- Concepts of World Governance
- East-West Diplomatic Relations
- Global Statecraft
- Political Economy of International Development
- Trends for the International Future

#### Global Governance and Regional Politics

- Australia and Asia-Pacific Regionalism
- Advanced European Political Economy
- Advanced Global Politics
- China and East Asia
- Global Statecraft
- Latin America in Global Politics
- Evaluating Strategic India
- Themes in Eurasian International Relations

### PROFESSIONAL OUTCOMES

The study of international relations provides students with an understanding of international life - politically, economically and culturally. This degree will allow students to develop workplace skills which are highly valued by employers. Completion of this degree could see graduates entering a wide range of professions, including diplomacy, foreign affairs, defence, government service, business, journalism, teaching, politics, international trade or public service.

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