

PG COMMUNICATION MANAGEMENT

SUBJECT SUBSTITUTIONS FROM 2019

	Core in GD and Master of Strategic Communication
	Core in Master of Strategic Communication (*97902 is an elective for GD Strat Com)
	Electives

	Pre 2019: Postgraduate Communication Management Subject	New 2019 Strategic Communication Subject Equivalent
CORE FOUNDATION (STM90751)	57022 Foundations of Communication	57223 Human Communication Theories and Practice
	57023 Communicating with Publics	57214 Stakeholder Engagement
	57025 Intercultural & International Communication	97902 Intercultural and International Communication
CORE MASTERS (STM90769)	57028 Research for Communication Professionals	57213 Understanding and Engaging Audiences
	57182 Rethinking Media	57222 Influence in the Digital World
INTEG COM (MAJ08057 & STM90750)	57132 Media Relations	57218 Emergent Media Practices
	57131 Inventive Media Advertising	57217 Contemporary Advertising Practice
	57024 Managing Public Communication Strategies	57210 Managing Public Communication
PR (MAJ08058 & STM90748)	57024 Managing Public Communication Strategies	57210 Managing Public Communication
	57132 Media Relations	57218 Emergent Media Practices
	57026 Strategic Communication and Negotiation	57215 Strategic Communication and Integration



NO SPECIFIED MAJ (STM90770 & STM90768)	STM90767	57024 Managing Public Communication Strategies	57210 Managing Public Communication
		57035 Organisational Change and Communication	57211 Organisational Communication & Culture
	CBK90847	57131 Inventive Media Advertising	57217 Contemporary Advertising Practice
		57132 Media Relations	57218 Emergent Media Practices
57026 Strategic Communication and Negotiation		57215 Strategic Communication and Integration	
ELECTIVES (CBK90848)		57024 Managing Public Communication Strategies	57210 Managing Public Communication
		57026 Strategic Communication and Negotiation	57215 Strategic Communication and Integration
		57035 Organisational Change and Communication	57211 Organisational Communication & Culture
		57131 Inventive Media Advertising	57217 Contemporary Advertising Practice
		57132 Media Relations	57218 Emergent Media Practices
		57167 Moving Image	
		57175 Creative Producing	
		57997 Professional Communication Project	57212 Professional Practice
		59721 Academic English: Communication Fundamentals	59721 Academic English: Communication Fundamentals
			57220 Corporate and Marketing Communication
		57214 Stakeholder Engagement	