

Subject Substitution Table:

C04385v1 Master of Strategic Communication

STM91277 Core subjects (Strategic Communication)

Core Subjects	Subject Substitutions	Confirmed 2025 Session Availability	Planned 2026 Availability (**)
57213 Understanding and Engaging Audiences	Replaced with equivalent subject 57808 Finding Insights for Understanding Audiences	Autumn & Spring 2025	Autumn & Spring 2026
57215 Strategic Communication and Integration	No Substitution/Equivalent Subject	Run for the last time in Autumn 2025	No longer offered
57210 Managing Public Communication	Replaced by equivalent subject 57807 Ethics, Corporate Social Responsibility, & Sustainability	Autumn 2025	Autumn 2026
97902 Intercultural and International Communication	Subject owned and run by the School of International Studies and Education	Spring 2025	Spring 2026
57223 Exploring Human Communication: Theories and Practice	Replaced with equivalent subject 57804 Communication Theory and Practice	Spring 2025	Not planned to run in 2026
57222 Influence in the Digital World	Replaced with equivalent subject 57815 Digital Engagement in Strategic Communication	Spring 2025	Not planned to run in 2026

** Dependent on student progression in 2025

CBK91760 Electives (Strategic Communication)

Core Subjects	Subject Substitutions	Confirmed 2025 Session Availability	Planned 2026 Availability (**)
57217 Contemporary Advertising Practice	Replaced with equivalent subject 57812 Contemporary Advertising Practice	Autumn 2025	Dependent on 2025 enrolments
57220 Corporate and Marketing Communication	Replaced with equivalent subject 57813 Corporate and Marketing Communication	Autumn 2025	Dependent on 2025 enrolments
57216 Creativity and Innovation in Communication	Replaced with equivalent subject 57814 Creativity, Innovation and Strategy	Spring 2025	Dependent on 2025 enrolments
57211 Organisational Communication and Culture	Replaced with equivalent subject 57818 Organisational Storytelling and Engagement	Spring 2025	Dependent on 2025 enrolments
57212 Professional Practice	Replaced with equivalent subject 57816 Industry Project	Spring 2025	Dependent on 2025 enrolments

Elective subjects	Subject substitutions	Confirmed 2025 Session Availability	Planned 2026 Availability**
57214 Stakeholder Engagement	Replaced with equivalent subject 57811 Stakeholder Engagement.	Will not run in 2025	Dependent on 2025 enrolments
57218 Emergent Media Practices	Replaced with equivalent subject 57854 Emergent Media Practices	Spring 2025	Dependent on 2025 enrolments
57219 Issue and Crisis Communication	Replaced with equivalent subject 57810 Risk, Issue and Crisis Communication.	Will not run in 2025	Dependent on 2025 enrolments
59721 Academic English: Communication Fundamentals	Subject owned and run by the School of International Studies and Education	See the handbook for session availability	See the handbook for session availability
59356 Developing Academic Writing and Speaking Skills	Subject owned and run by the School of International Studies and Education	See the handbook for session availability	See the handbook for session availability

***Please note, elective subjects' availability will be dependent on enrolment numbers*