

## 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 <b>57808 Finding Insights for Understanding Audiences</b>	Autumn & Spring 2025	Autumn & Spring 2026
57215 Strategic Communication and Integration	No Substitution/Equivalent Subject	<b>Run for the last time in Autumn 2025</b>	<b>No longer offered</b>
57210 Managing Public Communication	Replaced by equivalent subject <b>57807 Ethics, Corporate Social Responsibility, &amp; Sustainability</b>	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 <b>57804 Communication Theory and Practice</b>	Spring 2025	Not planned to run in 2026
57222 Influence in the Digital World	Replaced with equivalent subject <b>57815 Digital Engagement in Strategic Communication</b>	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 <b>57812 Contemporary Advertising Practice</b>	Autumn 2025	Dependent on 2025 enrolments
57220 Corporate and Marketing Communication	Replaced with equivalent subject <b>57813 Corporate and Marketing Communication</b>	Autumn 2025	Dependent on 2025 enrolments
57216 Creativity and Innovation in Communication	Replaced with equivalent subject <b>57814 Creativity, Innovation and Strategy</b>	Spring 2025	Dependent on 2025 enrolments
57211 Organisational Communication and Culture	Replaced with equivalent subject <b>57818 Organisational Storytelling and Engagement</b>	Spring 2025	Dependent on 2025 enrolments
57212 Professional Practice	Replaced with equivalent subject <b>57816 Industry Project</b>	Spring 2025	Dependent on 2025 enrolments

Elective subjects	Subject substitutions	Confirmed 2025 Session Availability	Planned 2026 Availability**
<b>57214 Stakeholder Engagement</b>	Replaced with equivalent subject <b>57811 Stakeholder Engagement.</b>	<b>Will not run in 2025</b>	Dependent on 2025 enrolments
<b>57218 Emergent Media Practices</b>	Replaced with equivalent subject <b>57894 Emergent Media Practices</b>	Autumn 2025	Dependent on 2025 enrolments
<b>57219 Issue and Crisis Communication</b>	Replaced with equivalent subject <b>57810 Risk, Issue and Crisis Communication.</b>	<b>Will not run in 2025</b>	Dependent on 2025 enrolments
<b>59721 Academic English: Communication Fundamentals</b>	Subject owned and run by the School of International Studies and Education	See the handbook for session availability	See the handbook for session availability
<b>59356 Developing Academic Writing and Speaking Skills</b>	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*