

# Strategic Communication

On-campus postgraduate courses

Postgraduate Courses 2024



Faculty of Arts and Social Sciences  
School of Communications

# Introduction

**We face big and small challenges every day that impact individuals, organisations and communities. These challenges, emerging from and across digital communication technologies, create political, social, and cultural issues that need to be addressed.**

**We have seen big changes in how organisations are expected to communicate with the world. They now must lead innovation and be at the forefront of rapid technological shifts. Otherwise, they risk becoming obsolete.**

**At the same time, individual communication is more complex. Misinformation online and public distrust of government, media and business have become serious matters that require measured, strategic, and nuanced communication.**

## Why Strategic Communication at UTS?

### **It's more important to do the right thing than to do things right**

In this course students learn to plan and implement effective communication strategies that meets the needs of their organisation, bringing famed Management Consultant Peter Drucker's notion of "doing the right thing" to life in their work.

### **Integrated theory and practice**

The UTS approach to learning prioritises practical knowledge and real-world experience. Combining practice and theory and strengthening critical thinking to identify best practice results in graduates well-equipped to meet stakeholder expectations across a range of workplaces.

### **Distinguished academics and industry leaders**

The courses are taught by a combination of academics with extensive experience in the field, senior academic researchers and industry professionals.

### **Professional recognition**

Strategic Communication program at UTS is accredited by the Communication and Public Relations Australia (CPRA). Students have access to free student membership and graduates have an accelerated path to professional membership.



The UTS Strategic Communication on-campus courses are suitable for those seeking careers in corporate, government, political, health or marketing organisational communication, advertising and public relations (PR), or a communication professional looking to upskill and advance in their career.





# Master of Strategic Communication

(Fully on-campus offer)

## C04385

The on-campus Master of Strategic Communication includes theoretical and practical perspectives on up-to-date issues such as audience insights through ethical data collection and analysis, digital media communication, and strategic communication informed by research and evaluation.

### Duration

This course is typically offered on a one-and-a-half year full-time, or three-year part-time, basis.

### Course Structure

Students must complete 72 Credit Points (CP) in total – including 6 core subjects (48 CP) and 3 electives (24 CP). Not all elective subjects are available each session.

### Careers

Graduates of this course are equipped to work in senior roles in corporate, government, political, organisational or marketing communication, advertising, public relations or integrated communication, including positions related to marketing and promotion, stakeholder engagement, employee communication, community relations, media relations, and public affairs.

### Core subjects (8 CP each) - Compulsory

Exploring Human Communication: Theories and Practice

Understanding and Engaging Audiences

Strategic Communication and Integration

Influence in the Digital World

Intercultural and International Communication

Managing Public Communication

### Strategic Communication Electives – choose three from the following:

Contemporary Advertising Practice

Corporate and Marketing Communication

Creativity and Innovation in Communication

Developing Academic Writing and Speaking Skills

Emergent Media Practices

Issue and Crisis Communication

Organisational Communication and Culture

Professional Practice

Stakeholder Engagement

Academic English: Communication Fundamentals



# Master of Strategic Communication (Extension)

(Fully on-campus offer)

## C04410

This course extends the Master of Strategic Communication, offering advanced study in public communication practices. With elective subjects that broaden your knowledge, you can explore related areas such as Applied Policy or deepen your focus on Strategic Communication.

### Core subjects (8 CP each) - Compulsory

Exploring Human Communication: Theories and Practice

Understanding and Engaging Audiences

Strategic Communication and Integration

Influence in the Digital World

Intercultural and International Communication

Managing Public Communication

### Strategic Communication Electives (8 CP each) – choose three from the following:

Contemporary Advertising Practice

Corporate and Marketing Communication

Creativity and Innovation in Communication

Developing Academic Writing and Speaking Skills

Emergent Media Practices

Issue and Crisis Communication

Organisational Communication and Culture

Professional Practice

Stakeholder Engagement

Academic English: Communication Fundamentals

## Duration

This course is typically offered on a two-year, full-time or four-year, part-time basis.

## Course Structure

Students must complete 96 Credit Points (CP) in total – including 6 core subjects (48 CP) and 6 electives (48 CP). Not all elective subjects are available each session.

### Strategic Communication Extension (24CP) – Choose one option from below

#### Option 1: Applied Policy Sub-major (6CP each) – Select 3 subjects from the following:

Foundations in Public Policy (Compulsory)

Contemporary Policy Challenges

Making Public Policy

Policy in Practice

Public Sector Governance

#### Option 2: Strategic Communication Additional Electives (8CP each) – Select 3 subjects from the following:

Academic English: Communication Fundamentals

Advanced Creative Entrepreneurship

Contemporary Advertising Practice

Corporate and Marketing Communication

Design Thinking for Communication Professionals

Developing Academic Writing and Speaking Skills

Emergent Media Practices

Media Law and Accountability

Organisational Communication and Culture

Professional Practice

Stakeholder Engagement



# Graduate Diploma in Strategic Communication

(Fully on-campus offer)

## C06129

The on-campus Graduate Diploma in Strategic Communication equips you with the skills in traditional and digital forms of strategic communication to write effectively, present professionally and implement various forms of disciplinary knowledge into various environments to achieve organisation objectives.

Strategic Communication offers an articulated program. The Graduate Diploma and Master's degree share subjects, allowing credit recognition to articulate from a Graduate Diploma to a Master of Strategic Communication.

### **Duration**

This course is typically offered on a one year full-time, or equivalent part-time, basis.

### **Course Structure**

Students must complete 48 Credit Points (CP) in total – including 4 core subjects (32 CP) and 2 electives (12 CP). Not all elective subjects are available each session.

### **Core subjects (8 CP each)**

Exploring Human Communication: Theories and Practice

Influence in the Digital World

Understanding and Engaging Audiences

Strategic Communication and Integration

### **Strategic Communication Electives – choose two from the following:**

Contemporary Advertising Practice

Corporate and Marketing Communication

Developing Academic Writing and Speaking Skills

Intercultural and International Communication

Organisational Communication and Culture

Professional Practice

Stakeholder Engagement

Academic English: Communication Fundamentals

Issue and Crisis Communication

Creativity and Innovation in Communication

# Testimonials



**Jane Kewin**  
Client Service and  
Communications Director  
Harmers Workplace Lawyers

My first subject for the Master's program was media relations. One of my favourite experiences from the course was taking a filmed mock interview in the UTS Bon Marche Studio with an ABC journalist. It taught me that you can never be too prepared with your key messages as journalists can and will steer you off track. The practical insight from this subject was invaluable – as, whilst my role in public relations and communications is not to be in front of the camera, it certainly gave me a fantastic understanding on how to instruct my senior management team in their preparation for media comment.

My final subject was crisis communications, and again – the practical elements of the teaching method were instantly relatable to any communications work environment. This subject was engaging and highly relevant. We studied a broad range of crisis case studies (such as country specific responses to the Indian Ocean

earthquake and tsunami, workplace fatalities, and product recalls in the pharmaceutical industry). We also looked at best practice theoretical concepts as well as the practical elements of responding to a crisis. The subject included participating in a mock crisis simulation which involved devising communication strategy, key messages / speech writing for CEOs, media releases and social media strategy.

The Master of Strategic Communication is rigorous, and requires discipline and focus, but it is also hugely rewarding. It provides a great foundation for a variety of roles across public and media relations, social media, advocacy, and corporate communication.

Additionally, I cannot speak highly enough of the lecturers in this Master's program. It was a privilege to undertake such a relevant, practical and worthwhile educational experience.



**Daryl Jaramilla**  
Public Relations Officer  
Department of the Interior  
and Local Government (DILG),  
Philippines

I took up the Master of Strategic Communication because it is very much related to my work here in the Philippines as a public relations officer at the Department of the Interior and Local Government (DILG).

One of my key takeaways from the course is learning what strategic communication is all about. As a communication professional from another country, learning an international perspective on strategic communication is a great help not only in honing my communication skills but also contributing to the improvement of my organisation's communication initiatives.

Everything I learned has been advantageous on my part because it has strengthened my capacity to communicate and assist in

developing new communication efforts for the DILG through my office, the PACS as the official communication arm of the Department. For instance, exploring postmodern and sociocultural views in strategic communication has greatly contributed to my understanding and appreciation of how crucial it is in an organisation.

As for my personal life, I saw my 18-month study at the UTS as something more than having a master's degree but a journey of self-growth. As someone who has never travelled overseas until the opportunity came of being chosen as one of the Filipino scholars under the Australia Awards Scholarships (AAS), I have had many wonderful lessons and beautiful realisations that I will carry with me wherever I go. Truly an amazing experience I will always be happy about and grateful for.



# Admission Requirements

Applicants must have completed a UTS recognised bachelor's degree, or an equivalent or higher qualification, or submitted other evidence of general and professional qualifications that demonstrates potential to pursue graduate studies.

For those applying to the Master of Strategic Communication, the bachelor's degree must be in the field of education, management, commerce, society and culture (e.g., Bachelor of Arts), or creative arts. If the applicant holds a master's, graduate diploma, or graduate certificate qualification, the qualification can be in any field of study.

If applicants have not met any of the requirements above, they must provide:

- a personal statement (approximately 500 words) explaining why they wish to study the course they are applying for, and
- a curriculum vitae (CV), which should include details of paid and voluntary work or other experiences (e.g. special interest groups) that could be relevant to the course.

If applicants do not submit these documents, their application may not be considered.

## English proficiency requirement

The English proficiency requirement for international students or local applicants with international qualifications is: Academic IELTS: 6.5 overall with a writing score of 6.0; or TOEFL: paper based: 550-583 overall with TWE of 4.5, internet based: 79-93 overall with a writing score of 21; or AE5: Pass; or PTE: 58-64; or CAE: 176-184.

Eligibility for admission does not guarantee offer of a place.

## Recognition of prior learning

Students who have successfully completed subjects from the Graduate Diploma in Strategic Communication are eligible for recognition of prior learning for completed subjects for the Master of Strategic Communication.

Students transferring from the Graduate Diploma in Strategic Communication to the Master of Strategic Communication must have successfully completed at least three subjects in the Strategic Communication postgraduate program.





# Academic Experts

Meet some of our esteemed Strategic Communication academics.



## **Dr. Kate Delmo**

Dr. Kate Delmo's research focuses on the intersection of data, technology, and people, particularly in the context of sustainable communities and climate action. Her work examines resilience in crisis, emergency, and disaster scenarios, considering both responders and the communities they serve. She is interested in the role of digital technology in coordinating stakeholders during crises and the influence of social media on culture and change. In teaching, she emphasizes a research-informed and practice-based approach, connecting classroom learning to real-world industry practices for a theory-driven and skills-based student experience. Kate has received numerous awards for her contributions to both research and teaching, recognised by industry and academic peers.



## **Distinguished Professor Jim Macnamara**

Distinguished Professor Jim Macnamara, drawing on a 30-year career in professional communication, specialises in strategic corporate, government, and health communication. With extensive experience in journalism, corporate and marketing communication, and leadership in media research, he has spent the last 15 years at UTS leading research on strategic public communication. Internationally recognised for his work in evaluating public communication and organisational listening, Jim has led global assessments, including the World Health Organization's COVID-19 communication. Additionally, he advises the OECD Open Government Unit on public communication. Jim holds a BA in Journalism and Media Studies, a Master's degree, and a PhD in media studies, and has authored numerous books, book chapters, and academic journal articles.



## **Dr. Chun-Ju Flora Hung-Baesecke**

Dr. Chun-Ju Flora Hung-Baesecke, a Senior Lecturer at the School of Communication and the Teaching and Learning Lead for Strategic Communication, focuses her research on strategic communication and stakeholder engagement. Her interests include corporate social responsibility, sustainability, internal communication, digital and social media engagement, and relationship and reputation management. Dr. Hung-Baesecke has received top paper awards at international conferences and research grants from Hong Kong, China, the Institute for Public Relations, and the Arthur W. Page Center in the United States. She has published books and articles in reputable peer-reviewed journals and serves on the editorial boards of leading communication journals. Additionally, she holds key roles in professional associations and has undertaken consultancy with the Hong Kong Police Force, along with research collaborations with prominent public relations firms.



**Dr. Soojin Kim**

Dr. Soojin Kim is a Senior Lecturer and the Postgraduate Coordinator for the Discipline of Strategic Communication at the School of Communication. Her research delves into understanding public behaviors in diverse relationships, such as consumer-brand, organization-employee, and citizen-government. Dr. Kim has published in top peer-reviewed journals, including *Communication Research*, *Public Relations Review*, *International Journal of Communication*, and *International Journal of Strategic Communication*. She serves on the editorial boards of *Public Relations Review* and *Human Communication Research*. With a PhD in Communication from Purdue University, Dr. Kim has a background in Marketing Communications from the University of Westminster and Public Relations from Sogang University. Before entering academia, she worked as a communication consultant at firms like Edelman, Fleishman Hillard, and Broder Partners, and later as an Assistant Professor in Corporate Communication at Singapore Management University.



**Dr. Sameera Durrani**

Dr. Sameera Durrani is a public diplomacy scholar, a consumer insights consultant, and a lecturer at the School of Communication, University of Technology Sydney, Australia. Her research interests include visual storytelling and political communication. She is keenly interested in how stories shape our perceptions of the world, and the way representation mediates power dynamics, particularly power loss. She is the Secretary of the Public Diplomacy Interest Group, International Communication Association (ICA). She is also an award-winning educator, as well as the undergraduate coordinator for Strategic Communication, teaching industry - focused subjects in communication strategy design at the postgraduate and undergraduate level.



**Dr. Andrew McCowan**

Highly experienced advertising strategy and creative development practitioner with a strong background in communications theory and personal experience with the practical impact of fast-changing dynamics that are currently transforming the communications industries. This experience, combined with an ongoing research focus on the nature and future of the concept of an 'advertising idea' in contemporary, data-driven practice, is informing teaching and industry engagement about the strategic use of communication techniques, particularly as applied to advertising, integrated marketing communication, and corporate communication.



**Ms. Jacqueline Polson**

Jacqueline is a Lecturer in the School of Communication, bringing her wealth of experience to UTS since 2011. Her teaching spans both undergraduate and postgraduate programs. With over 15 years of communications management experience in internal and external communications, she has worked in various capacities in both agency and in-house roles across diverse industries. Jacqueline holds a Master's degree from UTS and a Bachelor's degree from UNSW.



# Why Communication at UTS?



**UTS ranked  
Australia's No.1  
Young University**

Times Higher Education  
Young University Rankings 2023



**Global Top 100  
for Communication**

QS World University Rankings by Subject 2023



**5 stars**

for excellence in Research,  
Employability, Facilities,  
Teaching, Innovation,  
Inclusiveness and  
Internationalisation

QS Stars Rating 2021–2024



**Ranked 8th  
in Australia**

for the field of Communication  
& Media Studies


Times Higher Education  
QS World University Rankings by Subject 2023




**Ranked in the  
Top 100 universities  
globally**

QS World University Rankings 2024

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## How to apply

### DOMESTIC STUDENTS

Apply online via the **UTS Student Portal**.

Have questions? Schedule a one-to-one consultation with our **student advisors' team here**.

### INTERNATIONAL STUDENTS

Visit **UTS International** for full instructions on how to apply.

### VISA REQUIREMENT

To obtain a student visa to study in Australia, international students must enrol full time and on campus. Australian student visa regulations also require international students studying on student visas to complete the course within the standard full-time duration. Students can extend their courses only in exceptional circumstances.