School of Communication and Arts

Postgraduate Communication programs O-Week Semester 2/2023 Welcome session

Date: 19/07/2023, 3pm to 5 pm - 03-309 Steele Building

Moderators:
Dr Elena Block, MCommun Convenor
Mr Alex Moran, Administrative Officer
Ms. Joey Zhang, Student Futures Team

Acknowledgment of **Country**

The University of Queensland (UQ) acknowledges the Traditional Owners and their custodianship of the lands on which we meet.

We pay our respects to their Ancestors and their descendants, who continue cultural and spiritual connections to Country.

We recognise their valuable contributions to Australian and global society.

Welcome!!!

1. The Programs
2. Getting started,
3. The importance of the Program and Course Progression (MCommun Convenor, Dr Elena Block).
4. Who's who: Getting to know your program academic and admin staff and course convenor.
5. A video: Your experience.
6. Administrative support, services, facilities:
   i. Mr Alex Moran and Ms Corinne Rice (administrative officers);
   ii. MaPs team services (Ms Evangelene Dickson)
   iii. Mr Sven Fea (Placements);
   iv. Ms Angela Hannan (Outreach Librarian);
7. Q&A

The postgraduate Communication programs: The path to graduate

Three programs:

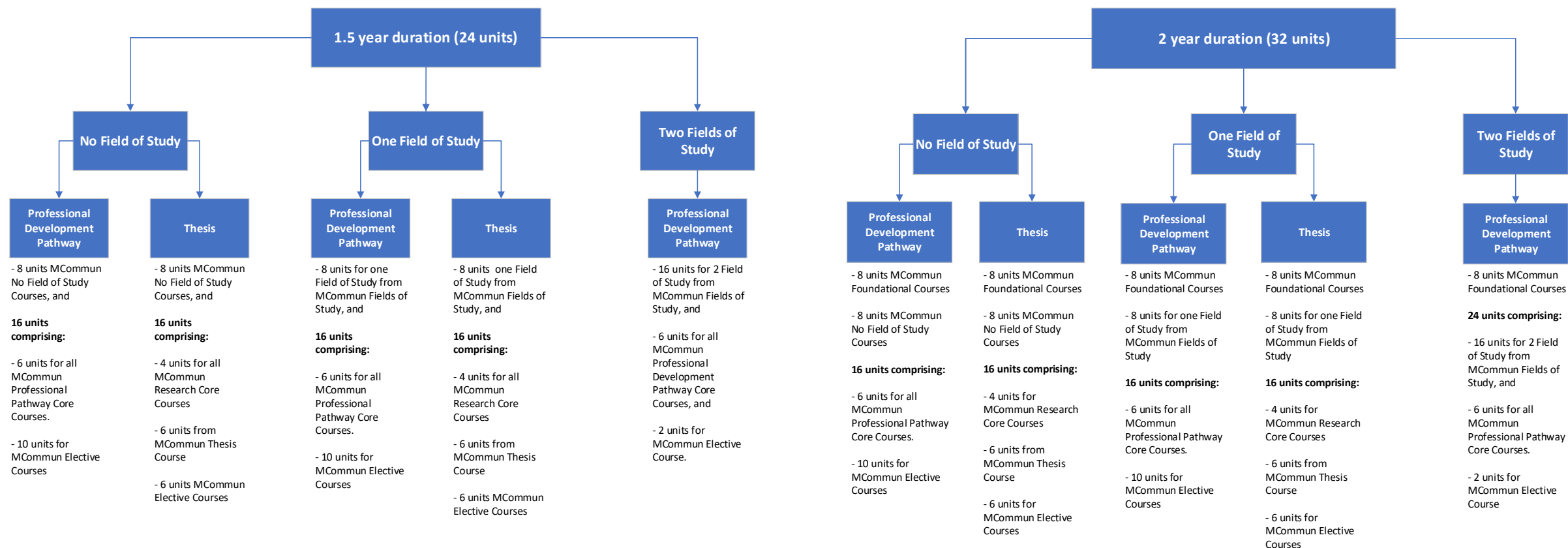| #32 Unit MCommun	#24 Unit MCommun	#8 Unit Graduate Certificate

Two fields of study:

Strategic Communication	Communication for Social Change

MCommun Program Pathways: A wonderful Map – Follow it!

1.5 year duration (24 units)

No Field of Study

Professional Development Pathway

- 8 units MCommun No Field of Study Courses, and

16 units comprising:

- 6 units for all MCommun Professional Pathway Core Courses.

- 10 units for MCommun Elective Courses

Thesis

- 8 units MCommun No Field of Study Courses, and

16 units comprising:

- 4 units for all MCommun Research Core Courses

- 6 units from MCommun Thesis Course

- 6 units MCommun Elective Courses

One Field of Study

Professional Development Pathway

- 8 units for one Field of Study from MCommun Fields of Study, and

16 units comprising:

- 6 units for all MCommun Professional Pathway Core Courses.

- 10 units for MCommun Elective Courses

Thesis

- 8 units one Field of Study from MCommun Fields of Study, and

16 units comprising:

- 4 units for all MCommun Research Core Courses

- 6 units from MCommun Thesis Course

- 6 units MCommun Elective Courses

Two Fields of Study

Professional Development Pathway

- 16 units for 2 Field of Study from MCommun Fields of Study, and

- 6 units for all MCommun Professional Development Pathway Core Courses, and

- 2 units for MCommun Elective Course.

2 year duration (32 units)

No Field of Study

Professional Development Pathway

- 8 units MCommun Foundational Courses

- 8 units MCommun No Field of Study Courses

16 units comprising:

- 6 units for all MCommun Professional Pathway Core Courses.

- 10 units for MCommun Elective Courses

Thesis

- 8 units MCommun Foundational Courses

- 8 units MCommun No Field of Study Courses

16 units comprising:

- 4 units for MCommun Research Core Courses

- 6 units from MCommun Thesis Course

- 6 units for MCommun Elective Courses

One Field of Study

Professional Development Pathway

- 8 units MCommun Foundational Courses

- 8 units for one Field of Study from MCommun Fields of Study

16 units comprising:

- 6 units for all MCommun Professional Pathway Core Courses.

- 10 units for MCommun Elective Courses

Thesis

- 8 units MCommun Foundational Courses

- 8 units for one Field of Study from MCommun Fields of Study

16 units comprising:

- 4 units for MCommun Research Core Courses

- 6 units from MCommun Thesis Course

- 6 units for MCommun Elective Courses

Two Fields of Study

Professional Development Pathway

- 8 units MCommun Foundational Courses

24 units comprising:

- 16 units for 2 Field of Study from MCommun Fields of Study, and

- 6 units for all MCommun Professional Pathway Core Courses.

- 2 units for MCommun Elective Course

Getting started

The course progression sheets:

- One sheet per program, by field of study, advising when to enrol in which courses

- Needs to be followed to avoid delays, confusions, and/or disappointment
  - Qualify for course requirements (e.g., Thesis vs Professional pathway)
  - Electives that are preapproved. Electives that are not on the list need permission from the Covenor.
  - Graduate in time

Course progression

Dedicated sheets, depending on

1. Program (32, 24, or 8 units)

2. Field of study: Strategic Communication or Communication for Social Change

3. Starting your program in first or second semester

Note:
*Prerequisite for enrolment in Thesis COMU7009 course: **GPA of 5.5 + grade of 5 or more for COMU7292 (Research Design)***

Extensive Course List
(overview)

Postgraduate Communication Programs

Extensive Course List S2/2023

IMPORTANT: ALWAYS FOLLOW YOUR PROGRAM & COURSE PROGRESSION

Foundational courses (8 units)

Course code	Sem	Course title
COMU7201	2	Communication Theory
COMU7102	2	Communication for Social Change: Foundations
COMU7103	2	PR and Professional Practice: Foundations
WRIT6001*	1/2	Academic English & Thesis Writing for International Students
WRIT7035*	2	Workplace Writing and Editing

* Only **one** of these two courses is selected (usually WRIT6001 by non-native English speakers and WRIT7035 by native/proficient English speakers with IELTS score of minimally 7 – also for those who aim to undertake the thesis provided they achieve a GPA of 5.5.

Field of Study courses (8 or 16 units – select one or two fields of study)

Communication for Social Change (8 units)

Course code	Sem	Course title
COMU7000	1	Communication for Social Change
COMU7013	1	Participatory Development Communication
COMU7012	2	Communication and Social Movements
COMU7014	2	Community Informatics

Strategic Communication (8 units)

Course code	Sem	Course title
COMU7301	1	Communication Practice and Campaigns
COMU7430	1	Corporate Social Responsibility
COMU7302	2	Issues and Crisis Management
COMU7304	2	Digital Media Theory and Practice

Core courses (6-10 units)

Course code	Sem	Course title
COMU7292	1	Communication Research Design
COMU7311	1	Intercultural Communication
Professional development pathway*:		
COMU7400	1/2	Communication Management and Leadership
Electives		10 units of electives
Research pathway*:		
COMU7009	1/2	Thesis (#6) – prerequisite: GPA of 5.5, completed COMU7292 (grade 5 or more) (for part-time thesis completion, enrol in COMU7007 when starting in Sem 1 or COMU7008 when starting in Sem 2) – Please fill out the EOU.
Electives		6 units of electives

* Only **one** of these pathways is selected – However, students who select the Research Pathway (Thesis) may take COMU7400 *as an elective* if they choose to do so.

Master of Communication (#32)

Recommended course progression 2023 – Semester 2 start

8 units for foundational courses; 8 units for Field of Study courses; 6-10 units for Core courses; 6-10 units for electives

Semester of study	Strategic Communication Field	
First semester (Sem 2)	• Communication Theory (COMU7201) • PR and Professional Practice: Foundations (COMU7103) • Issues and Crisis Management (COMU7302) • Workplace Writing and Editing (WRIT7035) * OR • Academic English & Thesis Writing for International Students (WRIT6001) *	
Second semester (Sem 1)	• Communication Practice and Campaigns (COMU7301) • Corporate Social Responsibility (COMU7430) • Communication Research Methods (COMU7292) • Intercultural Communication (COMU7311)	
	Research pathway	**Professional development pathway**
Third semester (Sem 2)	• Digital Media Theory and Practice (COMU7304) • Thesis – full time #6 (COMU7009) or • Thesis – part-time #3 (COMU7008) and • 0 to 2 Electives (depending on full or part time thesis)	• Digital Media Theory and Practice (COMU7304) • Communication for Social Change: Foundations (COMU7102) • Communication Management and Leadership (COMU7400) ** • 1 or 2 Electives (depending on when you take COMU7400)
Fourth semester (Sem 1)	• Communication for Social Change: Foundations (COMU7102) • Thesis – full time #6 (COMU7009) or • Thesis – part-time #3 (COMU7008) • 2 Electives	• Communication for Social Change: Foundations (COMU7102) and/or • 1-2 Electives (depending on when you take COMU7400)

* If you are a native or proficient English speakers (IELTS ≥ 7), you can do Workplace Writing and Editing (WRIT7035) instead as a foundational course in your first semester of study (Sem 2) and select an elective in your second semester of study (Sem 1). You should then move COMU7102 (CSC Foundations) to your fourth semester.

**If you are taking the Professional Development Pathway you can take COMU7400 in either semester 1 or 2 in your second year (offered in both).

Email Contacts:
Timetable Questions: timetabling.commarts@enquire.uq.edu.au
Administrative Questions: communication-arts@uq.edu.au
MCommun Convenor: e.block@uq.edu.au

- **Course progression #32 Master of Communication**

Strategic Communication field of study

Semester start

Master of Communication (#32)

Recommended course progression 2023 – Semester 2 start

8 units for foundational courses; 8 units for Field of Study courses; 6-10 units for Core courses; 6-10 units for electives

Semester of study	Communication for Social Change Field	
First semester (Sem 2)	• Communication Theory (COMU7201) • Communication for Social Change: Foundations (COMU7102) • Community Informatics (COMU7014) • Workplace Writing and Editing (WRIT7035) * OR • Academic English & Thesis Writing for International Students (WRIT6001) *	
Second semester (Sem 1)	• Communication for Social Change (COMU7000) • Participatory Development Communication (COMU7013) • Communication Research Design (COMU7292) • Intercultural Communication (COMU7311)	
	Research pathway	**Professional development pathway**
Third semester (Sem 2)	• Communication and Social Movements (COMU7012) • Thesis – full time #6 (COMU7009) or • Thesis – part-time #3 (COMU7008) and • 0 to 2 Electives (depending on full or part time thesis)	• Communication and Social Movements (COMU7012) • Communication Management and Leadership (COMU7400) ** • 2 Electives
Fourth semester (Sem 1)	• Thesis – part-time #3 (COMU7008) • PR and Professional Practice: Foundations (COMU7103) and • 0-1 Elective (depending on full OR part time thesis)	• PR and Professional Practice: Foundations (COMU7103) • 2 Electives

* If you are a native or proficient English speakers (IELTS ≥ 7), you can do Workplace Writing and Editing (WRIT7035) instead as a foundational course in your first semester of study (Sem 2) and select an elective in your second semester of study (Sem 1). You should then move COMU7103 (PR and Professional Practice Foundations) to your fourth semester.

**If you are taking the professional development pathway you can take COMU7400 in either semester 1 or 2 in your second year (offered in both).

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Administrative Questions: communication-arts@uq.edu.au
MCommun Convenor: e.block@uq.edu.au

- **Course progression #32 Master of Communication**

  Communication for Social Change Fieldwork

  Semester 2 start

Master of Communication (1.5 Year Duration)

Recommended course progression 2023 – Semester 2 start

8 units for Field of Study courses; 6-10 units for Core courses; 6-10 units for electives

Semester of study	Communication for Social Change Field
First semester (Sem 2)	• Communication and Social Movements (COMU7012) • Community Informatics (COMU7014) • 2 electives
Second semester (Sem 1)	• Communication for Social Change (COMU7000) • Participatory Development Communication (COMU7013) • Communication Research Methods (COMU7292) • Intercultural Communication (COMU7311)
Third semester (Sem 2)	• Thesis (COMU7009 #6) • 1 elective or • Communication Management and Leadership (COMU7400) • 3 electives

Semester of study	Strategic Communication Field
First semester (Sem 2)	• Issues and Crisis Management (COMU7302) • Digital Media (COMU7304) • 2 electives
Second semester (Sem 1)	• Communication Practice and Campaigns (COMU7301) • Corporate Social Responsibility (COMU7430) • Communication Research Methods (COMU7292) • Intercultural Communication (COMU7311)
Third semester (Sem 2)	• Thesis (COMU7009 #6) • 1 elective or • Communication Management and Leadership (COMU7400) • 3 electives

Email contacts:
- Timetable questions: timetabling.commarts@enquire.uq.edu.au
- Administrative questions: communication-arts@uq.edu.au
- Convenor MComun: e.block@uq.edu.au
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- **Course progression #24 Master of Communication**

  Communication for Social Change Fieldwork

  OR

  Strategic Communication Fieldwork

  Semester 2 start

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Graduate Certificate of Communication (#8)

Recommended course progression 2023

4 units for Field of Study courses; 4 units for electives

Communication for Social Change orientation

Semester	Semester 2 start, full-time
First semester (Sem 2)	• Communication and Social Movements (COMU7012) • Community informatics (COMU7014) • 2 electives

Semester	Semester 2 start, part-time
First semester (Sem 2)	• Communication and Social Movements (COMU7012) and/or • Community informatics (COMU7014) and • 0-1 elective
Second semester (Sem 1)	• Communication for Social Change (COMU7000) and/or • Participatory Development Communication (COMU7013) and • 0-1 electives

Strategic Communication orientation

Semester	Semester 2 start, full-time
First semester (Sem 2)	• Issues and Crisis Management (COMU7302) • Digital Media Theory and Practice (COMU7304) • 2 electives

Semester	Semester 2 start, part-time
First semester (Sem 2)	• Issues and Crisis Management (COMU7302) and/or • Digital Media Theory and Practice (COMU7304) and • 0-1 elective
Second semester (Sem 1)	• Communication Practice and Campaigns (COMU7301) • Corporate Social Responsibility (COMU7430) and • 0-1 electives

Email contacts:
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- Administrative questions: communication-arts@uq.edu.au
- MCommun Convenor: e.block@uq.edu.au
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Course progression Graduate Certificate (#8)

Communication for Social Change Fieldwork

OR

Strategic Communication Fieldwork

Pre-Approved Elective courses (6-10 units) *

Course code	Sem	Course title
Program elective courses:		
COMU7015	2	Practicum (Placement)
COMU7111	2	Risk Communication
DRAM7400	2	Performative Communication: Presentation and Public Speaking
MGTS7610	1/2	Management Communication
Study area courses:		
Community and Development		
CRMD7000	1	Mediation (#4, intensive)
SOCY7120	2	History and Theories of Development
POLS7107	2	Globalisation, International Political Economy and Development
POLS7502	1	Conflict Resolution
PLAN7612	1	Global South Cities: Development planning theory and practice
Advertising, Marketing and Event Management		
ADVT7508	1/2	Fundamentals of Advertising
ADVT7510	2	Social Media Management
MKTG7501	1/2	Fundamentals of Marketing
EVNT7050	2	International Event Issues and Strategies
EVNT7052	1	Event Marketing, Sponsorship & Fundraising
EVNT7053	1	Event Design, Staging & Production
TOUR7032	1/2	Marketing & Distribution Research Project
Research methods and IT courses (**)		
POLS7701	1	Research Methods
SOCY7329	1	Advanced Issues in Qualitative Inquiry
SOCY7339	2	Introducing Quantitative Research
SOCY7130	2	Social Impact Assessment: applied social research and development
SLAT7855	2	Quantitative Research Methods in Applied Linguistics (pre-req. COMU7292 course)
DECO7140	1/2	Introduction to Web Design
DECO7220	1	Information Visualisation

*OR other courses approved by the MCommun Program Convenor (PC) – email the convenor explaining why a particular course suits your program and anticipated career pathway.

*Students from one stream are encouraged to select courses from the stream as electives (i.e., Strategic Communication students may take SCA subjects and vice versa). Also, if suitable, you may choose an advanced BCommun course as an elective (with previous approval of PC) such as COMU3015, COMU3150 or COMU3222.

Elective research methods courses are suggested as a complement to the core COMU7292 (Research Design) course, **not instead (although, in extreme cases, some exceptions can be made if a student is undertaking a thesis). Some of these courses specialise in certain types of research that may be helpful to some thesis students.

Email contacts:
- Timetable questions: timetabling.commarts@enquire.uq.edu.au
- Administrative questions: communication-arts@uq.edu.au
- Program Convenor (PC): e.block@uq.edu,au

Electives

Room for elective courses in your program, based on your interests and academic/professional ambitions

Choose from:

- Courses from 'the other' MCommun field of study

- Courses in the list of pre-approved electives

- Propose an off-list elective for approval (by the program convenor)

**In doubt?
Contact MCommun Convenor, Dr Elena Block, for consultation via email (preffered), or quick chat: e.block@uq.edu**

Who's who

Dr Elena Block – e.block@uq.edu.au

- Questions on organising your curriculum
- Request approval for off-list electives
- Approve program variations
- **Strategic Communication Campaigns (COMU7301)**
- **Digital Media (COMU7304)**

Dr Aparna Hebbani- a.hebbani@uq.edu.au

- **Thesis – full time #6 (COMU7009)**
- **Thesis – part-time #6 over two semesters (COMU7007)**
- **COMU7400 Leadership and Communication Management**
- **Integrity Officer #1**

Who's who

Communication
for Social Change

A/Prof. Elske van de Fliert - e.vandefliert@uq.edu.au

- **Communication for Social Change: Foundations (COMU7102)**

- **Participatory Development Communication (COMU7013)**

Communication
for Social Change

A/Prof. Pradip Thomas - pradip.thomas@uq.edu.au

- **Communication for Social Change (COMU7000)**

- **Community Informatics (COMU7014)**

- **Communication and Social Movements (COMU7012)**

Who's who

Prof. Shuang Liu - shuang.liu@uq.edu.au

- **Communication Research Design (COMU7292)**
- **Intercultural Communication (COMU7311)**

Prof. Kelly Fielding - k.fielding@uq.edu.au

- **Communication Theory (COMU7201)**

Dr. Jagadish Thaker - *j.thaker@uq.edu.au*

- **Corporate Social Responsibility (COMU7430)**
- **Issues and Crisis Management (COMU7302)**

Who's who

Dr. Lemi Baruh - l.baruh@uq.edu.au

Strategic Communication Foundations (COMU7103)

A/Prof. Jane Johnston -

- **Discipline Director, Communication Studies**

Who's who

Mr Alex Moran - student.commarts@uq.edu.au

Ms Corine Rice - student.commarts@uq.edu.au

- **Administrative Officers (Administrative questions related to the program)**

Mr Sven Fea - s.fea@uq.edu.au

- **Placements (aka Practicum), Internships & Work Experience**

- **Administration Officer (Placements)**
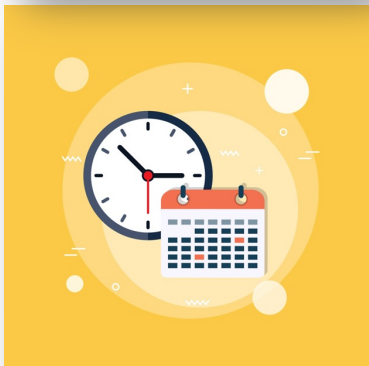
Timetabling - timetabling.commarts@enquire.uq.edu.au

- **Timetabling management**
- **Questions/issues with your timetable**

Something nice & inspiring before we continue….Video time!

Zhiyang Xin (Shine)

Zijun (Domi)

Vindhya

Carla
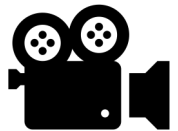
Big thanks to MaPS's Evangelene and to our dear students!! ☺

Some guidelines and recommendations from our admin team

Mr Alex Moran - student.commarts@uq.edu.au

Administrative Officer (Administrative questions related to the program)

Ms Corine Rice - student.commarts@uq.edu.au

Student and Academic Administration

UQ Facilities - MaPS

MaPS – JacTech / jactech@uq.edu.au

Mr Paul Smith

- Manager, Media and Production Service

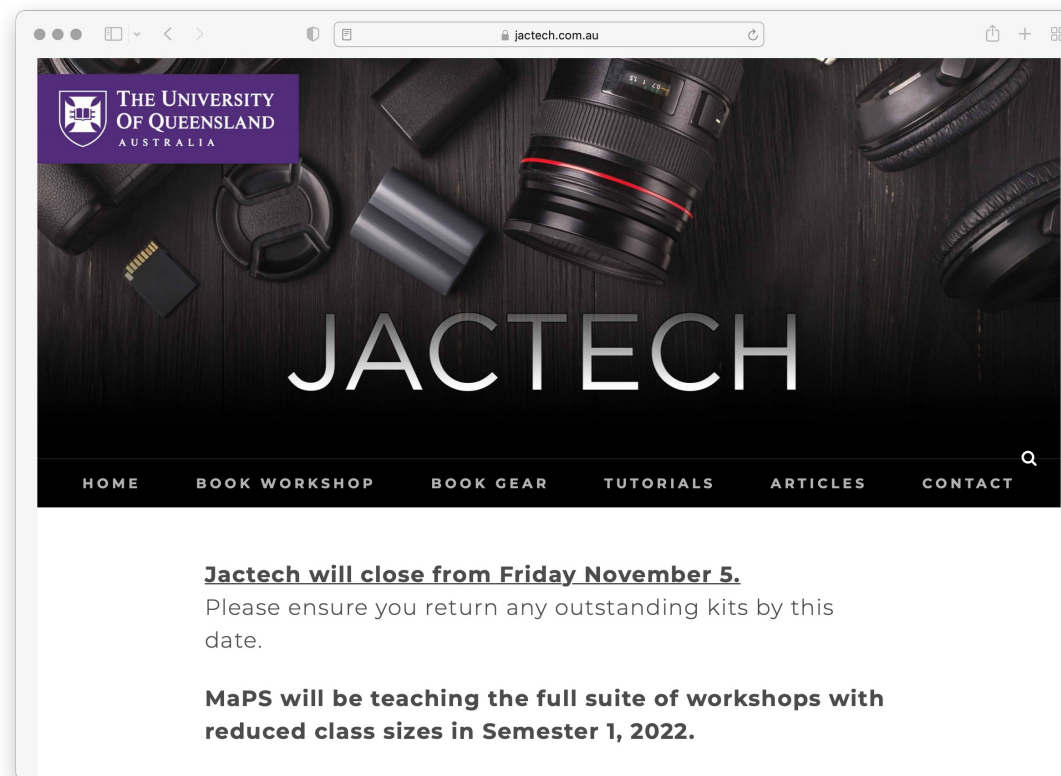**Ms Evangelene Dickson**

- Media & Production Support Officer

UQ Facilities

Media and Production Support (MaPS)

UQ Facilities

JacTech (borrow gear, offers workshops and online tutorials)
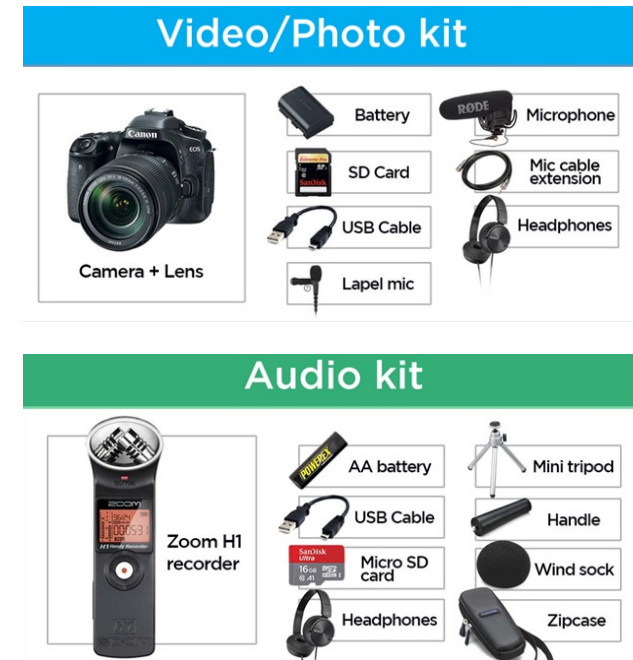
Placement and Work Experience Insurance

All UQ Students can access up to 30 days of **Work Experience** (not for course credit) Insurance per calendar year.

• **Placement Insurance** is also available for placement activities that are course requirements.

• Travel insurance is also available in certain circumstances for both Work Experience and Placements

• **School approval** is essential prior to undertaking Work Experience or Placement activity in order to access Insurance.

• **The activity type** will determine the Insurance process.

Placement and Work Experience Insurance

For further information, contact:

Sven Fea

SCA Placements Officer

Level 6 Michie Building (#9)

Email: scaplacements@uq.edu.au

Phone: 07 3346 8286
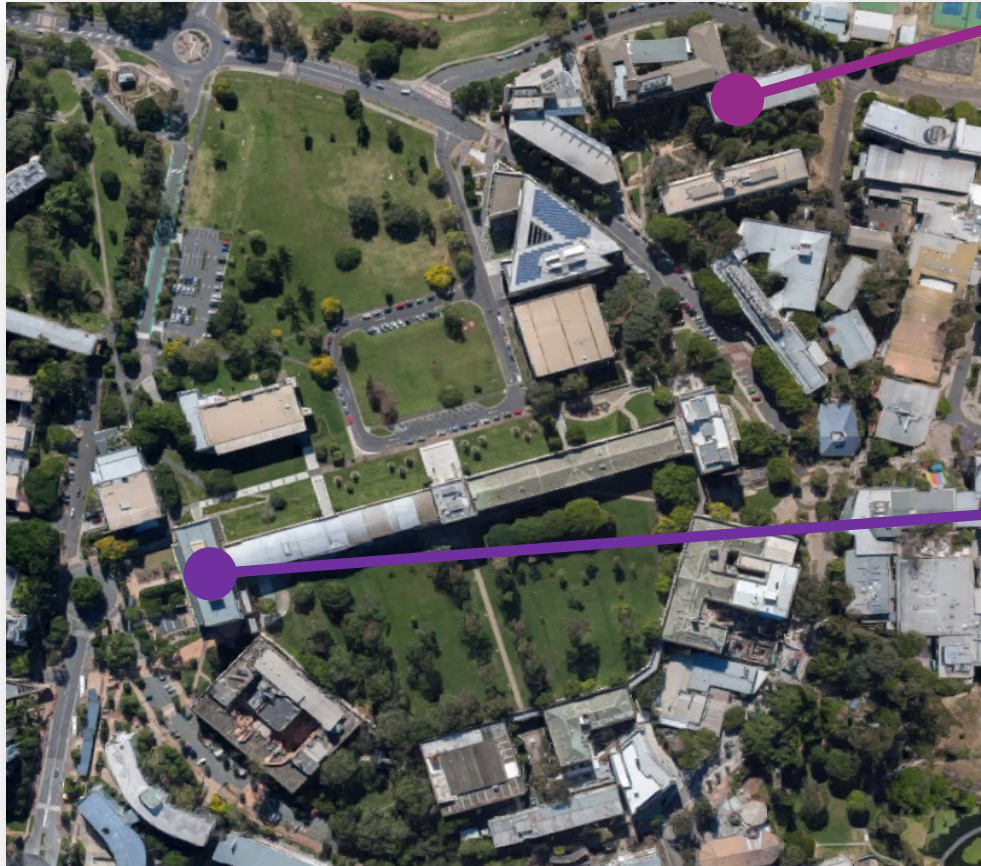
UQ Facilities: The Library

Ms Angela Hannan - a.hannan@library.uq.edu.au

Our Outreach Librarian – Humanities and Social Sciences

- **Library facilities**

- **Some 'Chat GPT' and other generative AI applications warnings and recommendations**

Find MCommun spaces & rooms: School of Communication & Arts

Joyce Ackroyd Building (#37)
2nd and 3rd floors
- Seminar room (208)
- Ideas Space
- JACtech
- Academics

Michie Building (#9)
6th-8th floors
- CommArts Reception
- Seminar rooms
- Working spaces
- Academics

Key take aways

1. Find the right course progression sheet for you, enrol in the right courses
2. UQ offers a wide range of facilities – browse through International Student Handbook
3. Don't be afraid to ask – contact me/us with any query

Questions?

- **General questions**: Orally (for us in the room) and via Zoom for a/Prof./ Elske and Dr. Aparna

- Or contact me later… e.block@uq.edu.au

Student Futures

Over to our Student Futures team…