

Postgraduate communication

Master of Communication
Graduate Diploma of Communication
Graduate Certificate of Communication
Specialist graduate diplomas



Top 1% of universities globally¹



#1 university for postgraduate overall employment in Victoria²



#1 university in Australia for educational experience³

Future-proof your communication career with a postgraduate course at Deakin. You'll advance your current skill-set, delve into contemporary research and develop the critical knowledge required to become a leader in this rapidly evolving industry.

With unprecedented advancements in technology and the increasing globalisation of business, strategic communication and critical thinking skills are a highly-valued commodity. Deakin's industry-aligned courses will prepare you to become a sought-after communications practitioner with well-honed strategic and problem-solving skills.

Whether you're looking to upskill, change roles or challenge yourself in a new discipline, you'll graduate as a holistic and innovative communication practitioner that's well-prepared for the advances, challenges and opportunities that lie ahead.

Become a specialist

Become an expert in your field to help drive your career forward. Tailor your course to your career goals by choosing units from five specialist areas to create a unique degree:

- digital media
- journalism
- public relations
- visual communication design.

Gain professional recognition

If you choose to specialise in public relations within the Master of Communication, you can qualify for accredited membership of the Public Relations Institute of Australia (PRIA). To qualify you will need to complete 6 credit points of ALR-coded units in addition to a public relations related research project. Find out more at

deakin.edu.au/course/A743

Develop real-world skills

You'll engage with real-world work environments, projects and technologies that will prepare you to enter the workforce; and learn how to apply theory in a practical setting. Further enhance your employment opportunities and professional networks by taking up a range of internships and applied learning opportunities.

As part of the professional capstone program within the masters degree, you'll also undertake a research project designed for an industry or scholarly audience under the guidance of academic supervision. This experience will give you the practical and applied skills that add depth to your resume and are sought after by employers.

Study when and where it suits you

You don't need to change your lifestyle to study at Deakin. Our dedicated online classroom lets you choose when and where you learn, so you can develop a study routine that works for you. Learn via our premium interactive platform, connect with teachers and students in a few clicks and access Australia's highest rated tech support⁴. Learn more about studying online at deakin.edu.au/study-online

Career options

Now is a great time to be in the media and communications industry. Whether you're interested in joining a newsroom, building a brand's identity, or advising the government on media relations, the opportunities are vast — and global. Our postgraduate communication courses prepare you for roles such as:

- public relations specialist
- investigative journalist
- corporate affairs director
- media adviser
- communications consultant
- technical writer
- visual designer
- social media manager.

¹ Academic Ranking of World Universities (ARWU) 2020.

² 2019 Student Experience Survey, based on undergraduate students

³ Graduate Outcomes Survey (GOS), Quality Indicators for Learning and Teaching (QILT) 2019.

⁴ According to the Voice Project IT Service Quality Support Benchmark Survey

Specialisations

Digital media

Build substantial specialist expertise through extensive practical experience and access professional development opportunities that set you up for your next big role. In a world increasingly impacted by digital and online developments, professionals with a mastery of digital platforms are more sought-after than ever. As a result, a postgraduate qualification specialising in digital media is incredibly valuable for career-minded content creators across the media, marketing, journalism and public relations industries.

You'll develop the skills to become a confident digital storyteller, with the curiosity and desire to make a difference in the world through communication. Explore, analyse, create and share innovative digital content as you learn how to creatively select and assemble media elements to develop personal or brand identities, stories and narratives. Key areas of study include designing for web, social media content creation, building online communities and digital curation and marketing.

Journalism

Build specialised and multidisciplinary skills to thrive in an evolving media industry by studying journalism at Deakin. Hone your craft in professional standard newsrooms, connect with leading journalists and build an impressive portfolio of work.

You'll build your experience across a range of different platforms and genres of journalism, so that you can move seamlessly between different roles as your interests evolve. On top of perfecting your technical skills, you'll also learn about the ethical demands of the modern journalist, explore what makes for a great news story, and discover what it takes to report accurately and with integrity in an age of misinformation, disinformation and 'fake news'.

Your ability to think critically, analyse information and report and reflect on data could also offer you the opportunity to move beyond the newsroom and into other important media roles.

Public relations

Grow your professional identity and develop advanced strategic communication skills in public relations. You'll work on industry-based projects and plans that prepare you to be an adaptable public relations practitioner in a changing communications environment.

Our experienced professors will mentor you as you develop traditional communications skills, such as in writing, collaboration and project and campaign planning, and challenge you as you explore key areas of public relations, such as in crisis communications and social media. From strategy development and public relations writing to reputation and issues management, you'll develop the practical skills to tackle the diverse challenges of this field.

Work on briefs for real clients and discover what it takes to deliver campaigns to a deadline, whilst managing stakeholder expectations and dealing with unexpected events.

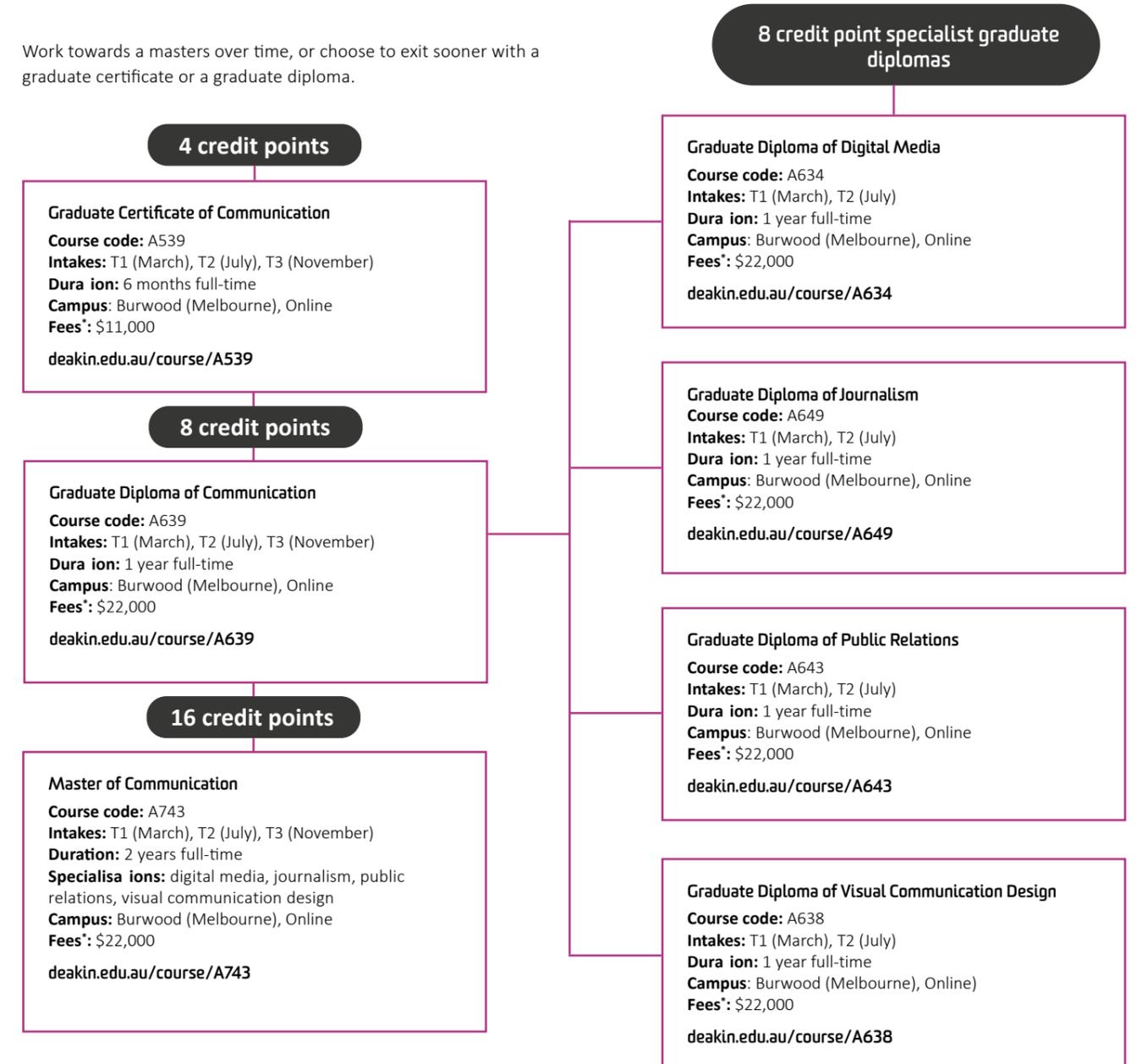
Visual communication

Develop the skills and knowledge to shape your ideas into practical and attractive design propositions for your audiences. Through practical learning and real-world assessments you'll become a dynamic and creative problem-solver and graduate with a portfolio that showcases your work across a range of visual mediums.

You'll explore the contemporary thinking and techniques required for professional design practice and get extensive practical experience that enhances your skills as well as your portfolio. You'll also learn about entrepreneurship, business planning, developing a professional identity and the social, cultural and ethical implications of design practice. This valuable knowledge will help you build your brand from the ground up and nurture your ideas into design projects with impact.

Courses

Work towards a masters over time, or choose to exit sooner with a graduate certificate or a graduate diploma.



Did you know?

You may be able to use your graduate certificate or diploma to move into a masters degree, through our pathways options.[^] Your graduate certificate or diploma could also help you knock time off your masters qualification, through Recognised Prior Learning (RPL)!

Find out more about pathways at deakin.edu.au/study/entry-pathways

*2022 Indicative fee rates and covers, depending on qualification, of up to and including one year full-time study for domestic students. Fee rates may be subject to change.
[^]Pathways and their time reductions are only available for selected postgraduate courses - please refer to individual course requirements on the Deakin website to find out more

Why study with Deakin

With Deakin, you get it all - innovative teaching, premium online learning platform, industry-aligned courses and world-class facilities.

Courses that are linked with industry

A real world, practical approach is at the heart of course design – to get you industry ready. We work closely with industry and business to:

- develop course content
- source guest speakers who are experts in their fields
- give you work placement opportunities to enhance your skill-set.

Industry experience to get ahead

Get real-world work experience when you study at Deakin. Our teaching staff are industry experts, meaning you learn from the best while building your professional network with like-minded peers.

Study options to suit you

Postgraduate study doesn't have to be a balancing act. We provide resources, study options and support services that allow you to speed up, slow down and take control when you need to.

Read more about why Deakin is the right choice for you.

Recognition of prior learning

You may be able to reduce your overall study time and tuition cost by getting your work and previous study experience recognised as recognition of prior learning (RPL). RPL, formerly known as advanced standing or credit transfer, includes formal learning (accredited qualifications) and informal learning (non-accredited learning or work experience).

Find out more at deakin.edu.au/rpl

Scholarships for all types of students

Deakin's extensive range of scholarships can make postgraduate study more accessible for you, no matter your background or interest area. Deakin offers more than 20 postgraduate scholarships recognising and rewarding you for your achievements.

We also offer other ways to make postgraduate study more accessible, such as allowing you to defer payment so you can focus on your studies.

Find out more at deakin.edu.au/scholarships

Course discounts

Deakin's 10% postgraduate bursary

If you're a Deakin alumni commencing a postgraduate award course, you may be eligible to receive a 10% reduction per unit on your enrolment fees. We've watched you excel – now we'd love to see you soar.

Find out more at deakin.edu.au/alumni-discount

Applying to Deakin

Find out how to apply, ask a question or get help with your application at deakin.edu.au/how-to-apply

If you are ready to apply, you can submit your application directly to Deakin at apply.deakin.edu.au

APPLY NOW

We're here to help

Deakin is here to support you. From your application through to graduation, we offer many support services to ensure you feel confident throughout your studies:

- **study support**
- **career services**
- **online study experience**
- **fees and scholarships**
- **health and wellbeing.**

Take the next step toward success

deakin.edu.au/communication

1800 693 888

ask@deakin.edu.au

While the information provided here was correct at the time of publication in April 2023, Deakin University reserves the right to alter, amend or delete details of the course and unit offerings.