

Graduate Diploma in Strategic Communication (GradDipStratComm – 120 points)

These regulations must be read in conjunction with the General Regulations for the University.

1. Version

- (a) These Regulations came into force on 1 January 2020.
- (b) This qualification was first offered in 2021.

2. Variations

In exceptional circumstances the Amo Matua, Toi Tangata | Executive Dean of Arts or delegate may approve a personal programme of study which does not conform to these regulations.

3. The structure of the qualification

To qualify for the Graduate Diploma in Strategic Communication, a student must pass courses totalling at least 120 points.

- (a) These 120 points must include:
 - i. all courses in Schedule C; and
 - ii. a further 30 points at 300-level and 30 points at any level chosen from Schedule V to the Regulations for the Bachelor of Communication.
- (b) With the approval of the Amo Matua, Toi Tangata | Executive Dean of Arts or delegate, up to 30 points may be taken from the schedule of any other undergraduate degree.

4. Admission to the qualification

To be admitted to the Graduate Diploma in Strategic Communication a student must have:

- (a) Either:
 - i. qualified for a bachelor's degree, or
 - ii. been admitted with Academic Equivalent Standing as entitled to enrol for the Diploma, and
- (b) been approved as a student by the Amo Matua, Toi Tangata | Executive Dean of Arts or delegate.

5. Subject

The subject for this qualification is Strategic Communication.

6. Time limits

The time limit for the Graduate Diploma in Strategic Communication is five years.

7. Transfers of credit, substitutions and cross-credits

This qualification adheres to the General Regulations for the University, with the following stipulation:

- (a) students who have completed one of the required courses, or an equivalent course, as part of their undergraduate degree may substitute another course approved by the Tumuaki Tari | Head of Department and the Amo Matua, Toi Tangata | Executive Dean of Arts or delegate.

8. Progression

This qualification adheres to the General Regulations for the University with no additional stipulations.

9. Honours, Distinction and Merit

Honours, Distinction and Merit are not awarded for this qualification.

10. Exit and Upgrade Pathways to other Qualifications

- (a) A student who had completed the Graduate Diploma in Strategic Communication, with at least a B average in 60 points of 300-level COMS courses, may apply to enter the Master of Strategic Communication or the BA Honours in Media and Communication.
- (b) A student who has completed the requirements for the Graduate Diploma in Strategic Communication but has not yet graduated, may apply to the Amo Matua, Toi Tangata | Executive Dean of Arts or delegate to be admitted to the Bachelor of Arts or the Bachelor of Communication and have credits transferred.

- (c) A student who has graduated with the Graduate Diploma in Strategic Communication from Te Whare Wānanga o Waitaha | University of Canterbury, may apply to the Amo Matua, Toi Tangata | Executive Dean of Arts or delegate to be admitted to the Bachelor of Arts or the Bachelor of Communication and to have their Graduate Diploma in Strategic Communication subsumed in accordance with the General Regulations of the University.
- (d) A student who has not met the requirements for the Graduate Diploma in Strategic Communication, and wishes to transfer to the Certificate in Arts, the Bachelor of Arts, the Bachelor of Communication or the Graduate Diploma in Arts may apply to the Amo Matua, Toi Tangata | Executive Dean of Arts or delegate for admission, provided they meet the requirements for entry to that qualification.

Schedule C: Compulsory Courses for the Graduate Diploma in Strategic Communication

For full course information, go to courseinfo.canterbury.ac.nz

| Course Code | Course Title | Pts | 2025 | Location | P/C/R/RP/EQ |
|-------------|--------------------------------|-----|------|----------|---|
| COMS320 | Strategic Campaign Development | 30 | S1 | Campus | P: Any 30 points at 200-level from COMS, or any 60 points at 200-level from the Schedule V of the BA. |
| COMS330 | Communication in Context | 30 | S1 | Campus | P: 30 points COMS 200-level or 60 points BC Schedule V. HoD mandatory. |