

The Degree of Master of Strategic Communication (MStratCom – 180 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 2018.
- (b) This degree was first offered in 2018.

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 Master of Strategic Communication a student must be credited with a minimum of 180 points towards the qualification; including

- (a) 120 points from Schedule C to these Regulations; and
- (b) 60 points from Schedule E to these Regulations.

4. Admission to the qualification

To be admitted to the Master of Strategic Communication a student must:

- (a) have satisfied the Admission Regulations for admission to the University; and
- (b) have qualified for a bachelor's degree (with at least a B Grade Point Average in 300-level courses); or
- (c) have qualified for a bachelor's degree and provided evidence to the satisfaction of the Amo Matua, Toi Tangata | Executive Dean of Arts or delegate and Tumuaki Tari | Head of Department of relevant professional or other work experience; or
- (d) been admitted with Academic Equivalent Standing as fulfilling these requirements, and
- (e) been approved as a student for the degree by the Tumuaki Tari | Head of Department and the Amo Matua, Toi Tangata | Executive Dean of Arts or delegate.
- (f) A student for whom English is not their first language, must provide evidence of their English language ability as follows: IELTS (Academic) 6.5, with no individual score below 6.5. Preference will be given to students with a score of 7 or over.

5. Subjects

The subject for this qualification is strategic communication.

6. Time limits

The time limits for this qualification are:

- (a) The time limit for full-time enrolment is:
 - i. A minimum of 12 months
 - ii. A maximum of 18 months.
- (b) The time limit for part-time enrolment is:
 - i. A minimum of 24 months
 - ii. A maximum of 36 months.

7. Transfers of credit, substitutions and cross-credits

This qualification adheres to the Credit Recognition and Transfer Regulations, with no additional stipulations.

8. Progression

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

- (a) If a student fails up to 30 points for the MStratCom degree, they may, with the permission of the Amo Matua, Toi Tangata | Executive Dean of Arts or delegate, repeat that course or courses, or substitute another course or courses of equal weight.
- (b) A student who fails more than 30 points will be withdrawn from the qualification.

9. Honours, Distinction and Merit

This qualification adheres to the General Regulations for the University and may be awarded with Distinction and Merit.

10. Exit and Upgrade Pathways to other Qualifications

- A student who has completed the requirements for the Bachelor of Arts with Honours, PGCertArts or PGDipArts in Media and 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 Master of Strategic Communication and have credits transferred. They must complete such courses as are determined by the Tumuaiki Tari | Head of Department and Amo Matua, Toi Tangata | Executive Dean of Arts or delegate.
- A student who has graduated with the Bachelor of Arts with Honours, PGCertArts or PGDipArts in Media and 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 Master of Strategic Communication and have their qualification subsumed in accordance with the General Regulations to the University. They must complete such courses as are determined by the Tumuaiki Tari | Head of Department and Amo Matua, Toi Tangata | Executive Dean of Arts or delegate.
- A student who has completed the Master of Strategic Communication with at least a B+ Grade Point Average and wishes to progress to the PhD, must first complete a research methods course as approved by the appropriate Amo | Dean.
- A student who has not completed the requirements for the Master of Strategic Communication may apply to the Amo Matua, Toi Tangata | Executive Dean of Arts or delegate to be admitted to the Postgraduate Certificate or the Postgraduate Diploma in Arts in Media and Communication and have their credits transferred to that qualification.

Schedule C: Compulsory Courses for the Degree of Master of Strategic Communication

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

Course Code	Course Title	Pts	2025	Location	P/C/R/RP/EQ
COMS421	Strategic Communication Theory and Application	30	S1	Campus	P: Subject to approval of the Head of Department.
COMS425	Campaign Planning with Social Data Analysis	30	S2	Campus	P: COMS421. Subject to approval of the Head of Department.
COMS692	Dissertation in Professional Communication	60	A	Campus	P: Subject to approval of the Head of Department.
			S1	Campus	

Schedule E: Elective Courses for the Degree of Master of Strategic Communication

Course Code	Course Title	Pts	2025	Location	P/C/R/RP/EQ
COMS401	Media Research	30	NO		P: Subject to approval of the Head of Department. RP: Have qualified for a Bachelor's degree (with at least a B average in 300-level courses); or have qualified for a Bachelor's degree and provided evidence to the satisfaction of the Dean of Arts and Head of Department of relevant professional or other work experience

COMS407	Communicating Through Independent Media	30	NO		P: Entry is subject to approval of the Head of Department. RP: have qualified for a Bachelor's degree (with at least a B average in 300-level courses); or have qualified for a Bachelor's degree and provided evidence to the satisfaction of the Dean of Arts and Head of Department of relevant professional or other work experience
COMS408	Communication Ethics	30	S1	Campus	P: Subject to approval of the Head of Department. R: COMS422, PHIL469
COMS420	Public Diplomacy	30	S2	Campus	P: Subject to approval of the Programme Coordinator. R: DIPL430, POLS430
PACE495	Professional and Community Engagement Internship	30	A	Campus	P: Special application and interview, and permission of the Internship Director. R: ARTS495 EQ: ARTS495
			S1	Campus	
			S2	Campus	