

# Postgraduate Certificate in Strategic Communication (PGCertStratCom – 60 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 August 2025.
- (b) This qualification was first offered in 2025.

## 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 Postgraduate Certificate in Strategic Communication:

- (a) A student must be credited with a minimum of 60 points from courses in Schedule C Group 1 or Group 2 to these regulations.
- (b) A student who is exempted from the requirement to include a specific course in Schedule C may substitute courses from Schedule E of the Master of Strategic Communication as recommended by the Programme Coordinator and approved by the Amo Matua, Toi Tangata | Executive Dean of Arts or delegate

## 4. Admission to the qualification

To be admitted to the Postgraduate Certificate in Strategic Communication a student must have:

- (a) Either:
  - i. qualified for a Bachelor's degree in any discipline from a New Zealand university, with a minimum B average in the 300 level courses of the degree; or
  - ii. qualified for a Bachelor's degree in any discipline from a New Zealand university, and have three years relevant work experience; or
  - iii. have at least 5 years of relevant practical or professional experience; or
  - iv. been admitted with Academic Equivalent Standing; and
- (b) been approved as a student for the Certificate by the Amo Matua, Toi Tangata | Executive Dean of Arts or delegate.
- (c) 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 limit for this qualification is 24 months.

## 7. Transfers of credit, substitutions and cross-credits

This qualification adheres to the General Conditions for Credit and Transfer Regulations, with no additional stipulations.

## 8. Progression

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

- (a) A student who fails up to 30 points for the qualification may, with the permission of 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 or Merit.

## 10. Exit and Upgrade Pathways to other Qualifications

- A student who has completed the requirements for the Postgraduate Certificate in Strategic Communication from Te Whare Wānanga o Waitaha | University of Canterbury, with a B average grade in the courses for the Certificate, but has not yet graduated, may apply to the Amo Matua, Toi Tangata | Executive Dean of Arts or delegate to be admitted to the Postgraduate Diploma in Strategic Communication or the Master of Strategic Communication and have credits transferred.
- A student who has graduated with a Postgraduate Certificate in Strategic Communication from Te Whare Wānanga o Waitaha | University of Canterbury, with a B average grade in the courses for the Certificate, may apply to the Amo Matua, Toi Tangata | Executive Dean of Arts or delegate to be admitted to the Postgraduate Diploma in Strategic Communication or the Master of Strategic Communication and have their Certificate subsumed in accordance with the General Regulations to the University.
- There are no exit qualifications for the Postgraduate Certificate in Strategic Communication.

## Schedule C: Compulsory Courses for the Postgraduate Certificate in Strategic Communication

For full course information, go to [courseinfo.canterbury.ac.nz](http://courseinfo.canterbury.ac.nz)

### Group 1

Course Code	Course Title	Pts	2026	Location	P/C/R/RP/EQ
COMS430	Building Influence: Strategic Communication, Organisational Identity and Change	15	NO		P: Subject to approval of the Programme Coordinator. R: COMS421
COMS431	The Dynamics of Publics: Partnership, Participation and Power	15	NO		P: Subject to approval of the Programme Coordinator. R: COMS421
COMS432	Building Impactful Campaigns: Research, Strategy and Ethical Practice	15	X1	UC Online	P: COMS430 and COMS431. Subject to approval of the Programme Coordinator. R: COMS425
COMS433	Campaign Success: Messaging, Tactics and Pitching with Impact	15	X2	UC Online	P: COMS430 and COMS431. Approval of the Programme Coordinator. R: COMS425

### Group 2

Course Code	Course Title	Pts	2026	Location	P/C/R/RP/EQ
COMS421	Foundations of Strategic Communication	30	S1	Campus	P: Subject to approval of the Head of Department. R: COMS430, COMS431
COMS425	Campaign Planning with Social Data Analysis	30	S2	Campus	P: COMS421. Subject to approval of the Head of Department.