

# Postgraduate Diploma in Strategic Communication (PGDipStratCom – 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 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 Diploma of Strategic Communication a student must be credited with a minimum of 120 points towards the qualification, including:

- (a) 60 points from Schedule C Group 1 or Group 2 to these regulations; and
- (b) 60 points from Schedule E Group 1 or Group 2 to these Regulations.
- (c) A student who is exempted from the requirement to include a specific course in Schedule C may select 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 Diploma 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 Diploma 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 36 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 and Merit.

10. Exit and Upgrade Pathways to other Qualifications

- (a) A student who has completed the requirements for the Postgraduate Diploma in Strategic Communication from Te Whare Wānanga o Waitaha | University of Canterbury, with a B average grade in the courses for the Diploma, 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.
- (b) A student who has graduated with a Postgraduate Diploma in Strategic Communication from Te Whare Wānanga o Waitaha | University of Canterbury, , with a B average grade in the courses for the Diploma, 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 Diploma subsumed in accordance with the General Regulations to the University.
- (c) A student who has not completed the requirements for the Postgraduate Diploma of Strategic Communication may apply to the Amo Matua, Toi Tangata | Executive Dean of Arts or delegate to be admitted to the Postgraduate Certificate in Strategic Communication and have their credits transferred.

Schedule C: Compulsory Courses for the Postgraduate Diploma 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.

## Schedule E: Elective Courses for the Postgraduate Diploma 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
COMS434	Mapping Meaning: Tools for Qualitative Data Analysis	15			
COMS435	Good Data and How to Use It: Measuring Impact in Strategic Communication	15			
COMS436	Crisis Management in Strategic Communication	15			
COMS437	Professional Pathways in Strategic Communication	15			
COMS438	Leadership Communication for Workplace Engagement	15			
MKTG642	Content and Social Media Marketing	15	X1	UC Online	
			S2	Campus	
			X3	UC Online	
MBUS626	Digital Marketing	15			

### Group 2

Course Code	Course Title	Pts	2026	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	NO		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
COMS441	Strategic Leadership Communication	30			
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	