

# Master of Strategic Communication (MStratCom)

## College of Arts



**THE  
WORLD'S  
BEST  
CHOICE**

### Key facts about the programme

- 1 Study social media, communication strategy and media production.
- 2 Industry contacts and connections, including internship opportunities.
- 3 Career paths in public relations, data analytics, social media and advocacy.



### What does this programme cover?

Communication is critical to strategy for businesses, non-profits and the public sector. This degree teaches skills to prepare you for new exciting careers in today's fast changing information environment.

This degree is ideal for:

- new graduates looking for applicable and employable skills
- mid-career professionals looking to upgrade their skills
- anyone looking to change careers into an area offering many new career opportunities.

The degree offers:

- core papers on strategic communication and social media analytics
- electives in media writing, ethics and alternative media, plus internships
- research-led, innovative teaching
- internship in private and public sector organisations
- research dissertation where analysis and planning skills are applied to case studies.

### What are the entry requirements?

Admission requires one of the following:

- a bachelor's degree or equivalent with a B average or better in 60 points of 300-level courses
- a bachelor's degree and evidence of relevant professional or other work experience
- approved by the Programme Director and the Dean of Arts

You must have one of the following English language requirements:

| English | Overall | Lowest Band             |
|---------|---------|-------------------------|
| IELTS   | 6.5     | 6.5                     |
| TOEFL   | 90      | 19 writing              |
| Pearson | 58      | 50 communicative skills |

### Career opportunities

The job market in this field is strong. Public Relations Institute of NZ reports 57 percent of its members are looking to recruit and the government's job website describes the field's prospects as 'good', with strength in marketing, employee communication, community relations and digital.

### AT A GLANCE

#### Start Dates

February

#### Months to Complete

MStratCom ..... 12 months full time  
.....24 months part time

#### Features

Internships ..... Yes  
Media production ..... Yes  
Research project ..... Yes

#### Tuition Fees\*

MStratCom .....\$34,500

#### Scholarships

For more information on scholarships go to [www.canterbury.ac.nz/get-started/scholarships/](http://www.canterbury.ac.nz/get-started/scholarships/)

\*The price (tuition fee) is indicative for 2019.

Career paths include emerging digital roles (such as social media management, data analytics), public relations, internal communication, corporate communication, government communication, advocacy and NGO communication, community relations, stakeholder engagement, event management, crisis communication, content writing.

## Why study an MStratCom at UC?

- Be prepared for the future of communication, through a focus on communication strategy, data analytics and social media.
- Communication is about connections; contact with key industry figures and internship opportunities will enrich your CV.
- Strategic communications expertise opens up career paths in corporate communication, advocacy, social media, data and public relations.

## Salaries

Average starting salary: NZ\$45,717 – NZ\$75,032  
Average salary by year 5: NZ\$58,086 – NZ\$81,565

Salaries range depending on the organisation, region and expertise. They are indicative of the New Zealand job market at the time of publication and should only be used as a guideline.

## Courses

### Compulsory courses

- **Strategic Communication Theory and Application**  
Study different aspects of strategic communication and how the theories can be applied in real-life situations.
- **Campaign Planning with Social Data Analysis**  
Use social data analysis, including big data and social network analysis, to plan and evaluate media campaigns.

### Optional courses – choose two

- **Communicating Through Independent Media**  
Understand independent media within democracies, analyse the economics of mainstream media and the impact of independent media.
- **Ethics for Professional Communicators**  
Study the responsibilities of media producers and the social impact of mediated communication.
- **Professional and Community Engagement Internship**

## Dissertation

An independent research dissertation of 15,000-20,000 words, supervised by a research active staff member.



**‘I don’t feel like I’m an international student at all due to my many kiwi friends. Everyone is very helpful, friendly and patient. Also, there are many different spots around campus to study and relax.’**

**‘If you like media, marketing and communication, this would be a perfect course for you at UC!’**

### Sherry Chen

BA in Media and Communication and Psychology  
Master of Strategic Communication

## Enrolment information

### How to apply

Apply online through myUC:  
<https://myuc.canterbury.ac.nz>

### When to enrol

Applications need to be made two months prior to study. Late applications may be accepted.

### Who to contact

College of Arts  
+64 3 369 3377  
[artsdegreeadvice@canterbury.ac.nz](mailto:artsdegreeadvice@canterbury.ac.nz)  
[www.arts.canterbury.ac.nz](http://www.arts.canterbury.ac.nz)

## Important information

Refer to our website for more information on:

- University of Canterbury
- Christchurch as a study destination
- Student visa and insurance  
[www.canterbury.ac.nz/international/](http://www.canterbury.ac.nz/international/)

## Contact

Programme Coordinator Wan Chi Leung,  
[wanchi.leung@canterbury.ac.nz](mailto:wanchi.leung@canterbury.ac.nz)  
[www.canterbury.ac.nz/international/](http://www.canterbury.ac.nz/international/)

For general Arts advice contact:

College of Arts  
+64 3 369 3377  
[artsdegreeadvice@canterbury.ac.nz](mailto:artsdegreeadvice@canterbury.ac.nz)

## AT A GLANCE

### Why New Zealand?

- 1<sup>st</sup> in the world for Social Capital
- 2<sup>nd</sup> in the world for Personal Freedom, Business Environment & Governance
- 4<sup>th</sup> in the world for Natural Environment

### Why Christchurch?

- Largest city in the South Island
- Easy to get around
- Lowest unemployment rate in Australasia
- Strong economy

### Why the University of Canterbury?

- High-ranked research university with scholars of international reputations
- Access to the internationally recognised National Centre for Research on Europe (NCRE).

This information was correct at May 2020.