Gain new skills and knowledge to accelerate in your chosen field

Who should study a Master of Professional Communication?
This course is for graduates from any discipline seeking a career in the rapidly expanding arena of professional communication. Students from diverse backgrounds – including business, arts, languages, sciences, computing, law, and health – are able to develop new skills and knowledge complementary to their current careers.

Why study at UWS?
UWS is a new university, with a refreshing focus on both research and applied studies in emerging fields. UWS has an active commitment to community engagement, to regional partnerships, and to providing accessible and relevant education – all reflected in the hands-on, practical and professional approach taken in this, and other, UWS courses.

What is the content of the degree?
The course consists of a set program of eight subjects (four per semester), covering (Autumn semester): Media Contexts and Audience Trends; Public Affairs; Integrated Marketing Communications (IMC); and Individual project (Autumn) In the Spring 2010 semester the following units are offered: Strategic Communication; Critical Perspectives in Communication; Setting the Agenda; and Individual Project (Spring). In both the Autumn and Spring Individual Project units, there is an opportunity to complete a major communications project for a real world client.

Alternatively, students will complete a project from a broad list of subject areas. This is usually the case where students have had less exposure to strategic design (the development of an integrated strategic communications plan). Under both scenarios, students regularly consult with the professor on a one-to-one or small group basis.

How is the course taught?
Subjects are mainly delivered through a mix of tutorials and lectures, with students developing projects to given briefs and developing applied communication research skills, relevant to a range of commercial fields. Other delivery modes include seminars, workshops, presentations and individual consultations.

Who are typical clients for the Individual project units?
The school has both formal and informal partnerships with a range of organisations and professional groups. These include institutes, government agencies, public relations firms, a campus-based television station (TVS), research centres, media agencies, advertising agencies, design studios, publishing groups, and strategic communications agencies. In both the SDE and IPS, students may work with a number of these partners, but are encouraged to source their own ‘clients’ where possible.

What are examples of professional communication projects?
Projects may include corporate communications strategy development, event planning and management, writing for specific media (such as television), web or print-based communications, and organisational planning and networking. The emphasis is on developing a project to suit your own interests, as well as the broad needs of the client. So, while the Individual Projects of both Spring and Autumn reflect the direct needs of a given or real world client, you are encouraged to develop innovative strategies, based on the specific communications context being addressed.

Who teaches in the MPC program?
Professors, from both professional and academic backgrounds, deliver the courses. Over a third of Communications Arts’ staff members are foreign-born, which helps ensure a rich diversity of cultural perspectives and experiences. In addition, external practitioners often address classes and give guest lectures.

What is the pattern of study?
Full-time study normally involves attending 3-4 sessions per week (part-time 1-2 sessions per week). Each unit involves approximately 10 hours of learning per week, for a standard semester of 17 weeks, including assessment and study weeks. Classes are usually held during the day and early evenings (for example on Mondays and Tuesdays), at the Werrington South campus. Many units are also supported through web-based discussion boards and other curriculum resources.

Real-life challenges with a practical emphasis
A unique creative hub for media, communication and the arts

What facilities are available?
Werrington South is home to the Creative Arts and Media Precinct of UWS Penrith campus. This is a growing hub for communications, media, design, and the arts, with hundreds of students drawn from a wide geographical spread across Sydney, as well as internationally. The campus is an hour’s travel from the city centre, and is set in a rural parkland environment. Train access is close by, and during semester a UWS bus service runs regularly to and from the railway station.

The precinct includes Television Sydney (TVS), Sydney’s sixth free to air channel. TVS is a catalyst for studies in television production, management, and acting for screen performance. Students in the Master of Professional Communication who are specifically interested in television marketing and corporate communications may take the opportunity to develop a professional project with TVS.

Darren Davies
STATE MEDIA MANAGER
Queensland Ambulance Service
Darren was already a successful TV reporter when he decided to pursue a Master of Professional Communication.

I enrolled because I was genuinely interested in extending my knowledge base beyond the requirements demanded by my job.

What I found invigorating was the broadening of my interests and understanding provided by various courses. New skills have allowed me to make a transition, initially to public relations and corporate communication, then to media management.

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What are the admission rules?  
You may be a local or international student who holds an advanced qualification in any field. You are also likely to have some professional experience in any field. Special articulation agreements with particular international programs have been negotiated and include ‘advanced standing’ protocols. There are two annual intakes, corresponding to the two-semester academic year. Students may begin the degree in either semester.

Am I eligible for Advanced Standing?  
Students from institutions with special articulation agreements are likely to be eligible for advanced standing of up to 40 credit points (half the degree). Other students may be eligible for advanced standing at the discretion of the Head of Internationalisation and/or the Head of School, upon recommendation from the Course Adviser, on the basis of recognised prior learning.

How do local students apply?  
Local applications are approved through the Universities Admission Centre (UAC). See UAC Postgraduate website for further information at: www.uac.edu.au/postgraduate.html

Postgraduate coursework booklets, complete with application forms, are available free of charge from UAC, the UWS Course Information Centre (1300 897 669), and Student Centres. Intending students are encouraged to make early contact with the Course Adviser.

Important information for International Students.  
International students should apply directly to the University. Application forms and information on admission are available at www.uws.edu.au/international/admissions. For more information about studying at UWS including courses, tuition fees, English requirements, intakes, assessment methods, accommodation options, and living in Australia please visit www.uws.edu.au/international OR contact internationalstudy@uws.edu.au

Further Information  

Intending students are encouraged to make early contact with the Course Adviser.

Where to after the MPC?  
Students who complete the MPC may apply for a place in either coursework masters, research masters, or Ph.D. programs. Upon successful completion of the degree, the School of Communication Arts writes to graduates inviting them to make application.

Course Adviser  
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2010 Units

Autumn Semester (February – June)  
» Media Contexts and audience trends  
» Public Affairs  
» Integrated Marketing Communications (IMC)  
» Individual project (Autumn)

Spring Semester (July – November)  
» Strategic Communication  
» Critical Perspectives in Communication  
» Setting the Agenda  
» Individual Project (Spring)

Related Information  
International Issues  
http://www.uws.edu.au/international

UWS Web site  
http://www.uws.edu.au

School Web site  
http://www.uws.edu.au/communication_arts/sca#2

Course Details  

Course Information Centre  
1300 897 669  
postgraduatestudy@uws.edu.au

University of Western Sydney  
Locked Bag 1797  
Penrith South DC NSW 1797 Australia  
www.uws.edu.au

The University of Western Sydney reserves the right at all times to withdraw or vary courses listed within this publication. In the event that the course is to be changed, or in the event that the course is withdrawn, applicants will be advised by mail to the address specified by them on their application. CRICOS provider code: 00917K