

MASTER OF PROFESSIONAL COMMUNICATION



6 GREAT REASONS TO STUDY THIS COURSE

- 1 Open to students from **diverse academic backgrounds**.
- 2 Learn to convey and **translate your ideas with clarity** to broad and diverse audiences.
- 3 Learn best-practice communication strategies to **manage interactions between organisations**.
- 4 Versatile program which can help **elevate your career** into communication roles.
- 5 Learn from **high calibre staff** who have **significant professional experience**.
- 6 Media communications at ECU is taught in an **entirely global context**, preparing students for the **next generation of employment**.

ROLES IN COMMUNICATION AND THE EFFECTS OF THE PANDEMIC


The ability to communicate clearly and effectively has never been more important. With COVID-19 significantly disrupting the world of work, internal communications managers and consultants are in growing demand to maintain productivity through employee engagement during periods of change.

Source: Hays Salary Guide FY21/22 Australia & New Zealand

WHERE DO OUR GRADUATES WORK?

Our graduates work in both **government** and **private sectors** in a range of **communication roles**.

AVERAGE EXPECTED SALARY

	\$70-\$100K PER ANNUM COMMUNICATIONS ADVISOR
	\$80-\$105K PER ANNUM INTERNAL COMMUNICATIONS ADVISOR
	\$100-\$135K PER ANNUM COMMUNICATIONS MANAGER

Source: Salary Guide F21/22, Australia & New Zealand

FOCUS ON STUDENT SUCCESS

As part of the course and to contextualise your learning to your own interests and expertise, students design and execute a masters project. Students are provided with workshops and writing skills training in support for their research development. Graduates of this course will also have a good understanding of all aspects of communication in a global context relating to areas such as advertising, media, public relations and entrepreneurial communications.

WHY ECU?

The School of Arts and Humanities is one of the largest and most comprehensive schools of its kind in the Southern Hemisphere, with a diverse range of programs covering media and communications, contemporary arts, design, psychology and social sciences, criminology and justice, and the humanities.

It's also home to one of the world's best film and television schools, the Western Australian Screen Academy.

Our approach to teaching is one that maximises a student's employability through acquiring hands-on skills and experiencing professional placements, complemented by a solid theoretical background.



"There's a sense of family at ECU, which made me feel like I was in the right place."

My experience has been marvellous; from the very first day at orientation, I found the student volunteers were great, explaining what type of support I could get on-campus.

The atmosphere was like one big family and the lecturers were very engaging – they would provide suggestions to help students navigate through challenging times and offer advice on both an academic and personal level.

I liked the egalitarian approach to the work environment. It was easy to communicate with my supervisor and conversations were always free-flowing.

SUGIYANTO

ECU Master of Communications graduate

FAST FACTS

- o **Course Code:** L44
- o **Course CRICOS Code:** 083661J
- o **Duration:** 2 years full-time
- o **Location:** Mount Lawley Campus
- o **Intake:** Semester 1 (February) and 2 (July)
- o **ECC Pathway:** Yes

CROSS-CULTURAL AND COLLABORATIVE

The course is collaborative and insightful with everyone in the class with multi-cultural backgrounds. ECU has collaborative spaces perfect for sharing ideas and experiences.



SCHOLARSHIPS

As an international student you can apply for a range of scholarships to help you with study or living costs.

👉 www.ecu.edu.au/scholarships/offers

MORE ABOUT ECU

To learn more about our fantastic university, life in Western Australia and lots more, visit our web page.

👉 ecuworlready.com.au/international