Master of Communication
Program Structure

BOND UNIVERSITY
FACULTY OF SOCIETY & DESIGN

For students commencing from **252+**

Program Code	Total Subject	Intakes	Duration	Degree Structure
HS-23095, v6	12	Jan, May, Sep	3 semesters full time	70cp Foundation subjects 40cp Research Project: Option 1 or 2 10cp General Elective

Foundation Subjects (7)		Requisites	Availability
HUMR71-100	Research Methods and Data Visualisation	Anti-requisite HUMR71-111	Jan / May / Sep
PUBR71-102	Public Relations Masterclass		Jan
COMN71-102	Social Media: Risks and Opportunities		Jan
COMN71-103	Human Communication Theory		May
ADVT71-105	Brand Communication		May
COMN71-107	Communication and Social Influence		Sep
COMN71-105	Strategic Organisational Communication & Leadership		Sep

General Elective (1)

Choice of one subject from the list of available postgraduate subjects from across the University.
Suggested discipline electives are PUBR71-313 Crisis Communication, DIGM71-100 Graphic Design and Content Creation.

Research Option (40cp) Students must choose one of the below options on commencement of their program.		Assumed Knowledge*	Requisites	Availability
Option 1				
HUMR72-701	Major Research Project (Part A) (20cp)	HUMR71-100		Jan / May / Sep
HUMR72-702	Major Research Project (Part B) (20cp)		HUMR72-701	Jan / May / Sep
Option 2				
HUMR71-705	Research Project	HUMR71-100		Jan / May / Sep
Plus, Option 2 provides students with an additional 3 general elective options, refer to suggested discipline electives noted above.				

Assumed Knowledge*

This is the minimum level of knowledge needed to successfully complete this subject. Students who do not possess this knowledge are strongly recommended against enrolling and do so at their own risk. While this is not a barrier to enrolment, students lacking the recommended knowledge will be considerably disadvantaged. There will be no adjustments or special considerations made for a lack of prior knowledge.

27/09/22

Master of Communication
Option 1- **MAJOR RESEARCH PROJECT**
Program Sequencing

Commencing in the **JANUARY** semester

January (semester 1)		May (semester 2)		September (semester 3)	
HUMR71-100	Research Methods and Data Visualisation	COMN71-103	Human Communication Theory	COMN71-107	Communication and Social Influence
PUBR71-102	Public Relations Masterclass	ADVT71-105	Brand Communication	COMN71-105	Strategic Organisational Communication & Leadership
COMN71-102	Social Media: Risks and Opportunities	HUMR72-701	Major Research Project (Part A)	HUMR72-702	Major Research Project (Part B)
General Elective (e.g., DIGM71-100 Graphic Design and Content Creation)					

Commencing in the **MAY** semester

May (semester 1)		September (semester 2)		January (semester 3)	
HUMR71-100	Research Methods and Data Visualisation	COMN71-107	Communication and Social Influence	PUBR71-102	Public Relations Masterclass
COMN71-103	Human Communication Theory	COMN71-105	Strategic Organisational Communication & Leadership	COMN71-102	Social Media: Risks and Opportunities
ADVT71-105	Brand Communication	HUMR72-701	Major Research Project (Part A)	HUMR72-702	Major Research Project (Part B)
General Elective (e.g., PUBR71-313 Crisis Communication)					

Commencing in the **SEPTEMBER** semester

September (semester 1)		January (semester 2)		May (semester 3)	
HUMR71-100	Research Methods and Data Visualisation	PUBR71-102	Public Relations Masterclass	COMN71-103	Human Communication Theory
COMN71-107	Communication and Social Influence	COMN71-102	Social Media: Risks and Opportunities	ADVT71-105	Brand Communication
COMN71-105	Strategic Organisational Communication & Leadership	HUMR72-701	Major Research Project (Part A)	HUMR72-702	Major Research Project (Part B)
General Elective (e.g., DIGM71-100 Graphic Design and Content Creation)					

Master of Communication
Option 2- **RESEARCH PROJECT OPTION**
Program Sequencing

BOND UNIVERSITY
FACULTY OF SOCIETY & DESIGN

Commencing in the **JANUARY** semester

January (semester 1)		**May** (semester 2)		**September** (semester 3)	
HUMR71-100	Research Methods and Data Visualisation	COMN71-103	Human Communication Theory	COMN71-107	Communication and Social Influence
PUBR71-102	Public Relations Masterclass	ADVT71-105	Brand Communication	COMN71-105	Strategic Organisational Communication & Leadership
COMN71-102	Social Media: Risks and Opportunities	General Elective (e.g., PUBR71-313 Crisis Communication)		HUMR71-705	Research Project
General Elective (e.g., DIGM71-100 Graphic Design and Content Creation)		General Elective		General Elective	

Commencing in the **MAY** semester

May (semester 1)		**September** (semester 2)		**January** (semester 3)	
HUMR71-100	Research Methods and Data Visualisation	COMN71-107	Communication and Social Influence	PUBR71-102	Public Relations Masterclass
COMN71-103	Human Communication Theory	COMN71-105	Strategic Organisational Communication & Leadership	COMN71-102	Social Media: Risks and Opportunities
ADVT71-105	Brand Communication	General Elective (e.g., DIGM71-100 Graphic Design and Content Creation)		HUMR71-705	Research Project
General Elective (e.g., PUBR71-313 Crisis Communication)		General Elective		General Elective	

Commencing in the **SEPTEMBER** semester

September (semester 1)		**January** (semester 2)		**May** (semester 3)	
HUMR71-100	Research Methods and Data Visualisation	PUBR71-102	Public Relations Masterclass	COMN71-103	Human Communication Theory
COMN71-107	Communication and Social Influence	COMN71-102	Social Media: Risks and Opportunities	ADVT71-105	Brand Communication
COMN71-105	Strategic Organisational Communication & Leadership	General Elective		HUMR71-705	Research Project
General Elective (e.g., DIGM71-100 Graphic Design and Content Creation)		General Elective		General Elective (e.g., PUBR71-313 Crisis Communication)	