

MC-PUBCOM Master of Publishing and Communications

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| Year and Campus: | 2015 - Parkville |
| CRICOS Code: | 061634E |
| Fees Information: | Subject EFTSL, Level, Discipline & Census Date, http://enrolment.unimelb.edu.au/fees |
| Level: | Graduate/Postgraduate |
| Duration & Credit Points: | 200 credit points taken over 24 months full time. This course is available as full or part time. |
| Coordinator: | Associate Professor Mark Davis Email: davismr@unimelb.edu.au |
| Contact: | Enquiries Phone: 13 MELB (13 6352) Email: 13MELB@unimelb.edu.au (mailto:13MELB@unimelb.edu.au) |
| Course Overview: | The Master of Publishing and Communications provides students with vocational skills, theoretical knowledge and industry exposure to build a successful career in the publishing and communication sectors. Alongside a strong focus on publishing practices and technologies, with hands-on subjects in editing, production and business practices, the course offers sustained and stimulating analyses of the political, commercial and historical dynamics of print and digital cultures. |
| Learning Outcomes: | <p>Students who complete the Master of Publishing and Communications should have:</p> <ul style="list-style-type: none"> # an advanced knowledge of editorial principles and methods across a range of genres and media; # a detailed understanding of the use of computers in editing and publishing for print and digital media; # a sound knowledge of the commercial aspects of publishing; # a highly developed understanding of the organisation and operation of the publishing industries in Australia and the Asia Pacific region; # a detailed and practical knowledge of effective communications strategies in business and professional contexts; and # advanced skills in researching, writing and thinking critically about challenges facing the publishing and communications industries. |
| Course Structure & Available Subjects: | <p>200 point program</p> <p>Duration: 2 years full-time / up to 4 years part-time</p> <p>The Master of Publishing and Communications 200 point program requires:</p> <p>Coursework Only Option</p> <p>First 100 points:</p> <ul style="list-style-type: none"> # two compulsory subjects (25 points) # minimum of four elective subjects from List A (50 points) # maximum of two elective subjects from List B (25 points) <p>Second 100 points:</p> <ul style="list-style-type: none"> # elective subjects from List C (100 points) <p>or</p> <p>Minor Thesis Option</p> <p>First 100 points:</p> <ul style="list-style-type: none"> # two compulsory subjects (25 points) # minimum of four elective subjects from List A (50 points) # maximum of two elective subjects from List B (25 points) |

Second 100 points:

- # PUBL90017 Publishing and Communications Thesis (37.5 points)
- # MULT50001 Research Principles and Practices (12.5 points)
- # four elective subjects from List C (50 points)

150 point program

Duration: 1.5 years full-time/ up to 3 years part-time

The Master of Publishing and Communications 150 point program requires: Coursework Only Option

- # two compulsory subjects (25 points)
- # elective subjects (125 points)

or

Minor Thesis Option

- # two compulsory subjects (25 points)
- # PUBL90017 Publishing and Communications Thesis (37.5 points)
- # MULT50001 Research Principles and Practices (12.5 points)
- # elective subjects (75 points)

100 point program

Duration: 1 year full-time/ up to 2 years part-time

The Master of Publishing and Communications 200 point program requires: Coursework Only Option

- # elective subjects (100 points)

or

Minor Thesis Option

- # PUBL90017 Publishing and Communications Thesis (37.5 points)
- # MULT50001 Research Principles and Practices (12.5 points)
- # elective subjects (50 points)

Capstone Requirement:

All students are required to complete the Capstone Requirement for the program (at least 25 points). Students must complete one capstone option -

Capstone Stream 1: PUBL90017 Publishing and Communications Thesis (37.5 points)

Purpose: An opportunity to integrate knowledge and research skills to address a research question

Capstone Stream 2 : MULT90019 Internship II (Placement & Research) (25 points)

Purpose: An opportunity to apply knowledge and research skills to solve problems that arise in professional contexts and develop an integrated understanding of theory and practice

Capstone Stream 3: PUBL90009 Advanced Editing for Digital Media + PUBL90021 Editing Masterclass (12.5 + 12.5 = 25 points)

Purpose: Multiple opportunities to develop knowledge and skills through sustained projects

Capstone Stream 4: PUBL90020 Advanced Book Publishing (25 points)

Purpose: An opportunity to apply knowledge, methodologies and production skills through a sustained project

Capstone Stream 5: PUBL90003 The Contemporary Publishing Industry + PUBL90015 Publishing and Communications 5A or PUBL90016 Publishing and Communications 5B (12.5 + 12.5 = 25 points)

| | <p>Purpose: An opportunity to apply methodologies, skills and a critical knowledge of industry practices to address a research topic, integrating theory and practice</p> <p>Capstone Stream 6: PUBL90003 The Contemporary Publishing Industry + PUBL90021 Editing Masterclass (12.5 + 12.5 = 25 points)</p> <p>Purpose: An opportunity to apply methodologies, skills and a critical knowledge of industry practices to a sustained project, integrating theory and practice</p> <p>For policies that govern this degree, see Academic Services Policy (http://www.services.unimelb.edu.au/policy/index.html) in the University Melbourne Policy Framework (http://www.policy.unimelb.edu.au/) . Students also should also refer to information in the Student Policy Directory. (http://studentpolicy-unimelb.custhelp.com/cgi-bin/studentpolicy_unimelb.cfg/php/enduser/std_alp.php?p_sid=fgBu7Kcj)</p> | | | | |
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| <p>Majors/Minors/Specialisations</p> | <table border="1"> <thead> <tr> <th data-bbox="389 584 1485 640">Major/Minor/Specialisation</th> </tr> </thead> <tbody> <tr> <td data-bbox="389 640 1485 696">200 Point Master of Publishing and Communications</td> </tr> <tr> <td data-bbox="389 696 1485 752">150 Point Master of Publishing and Communications</td> </tr> <tr> <td data-bbox="389 752 1485 808">100 Point Master of Publishing and Communications</td> </tr> </tbody> </table> | Major/Minor/Specialisation | 200 Point Master of Publishing and Communications | 150 Point Master of Publishing and Communications | 100 Point Master of Publishing and Communications |
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| 200 Point Master of Publishing and Communications | | | | | |
| 150 Point Master of Publishing and Communications | | | | | |
| 100 Point Master of Publishing and Communications | | | | | |
| <p>Entry Requirements:</p> | <p>1. In order to be considered for entry, applicants must have completed:</p> <ul style="list-style-type: none"> • an undergraduate degree in any discipline with a weighted average mark of at least H2B (70%), or equivalent. <p>Meeting this requirement does not guarantee selection.</p> <p>2. In ranking applications, the Selection Committee will consider:</p> <ul style="list-style-type: none"> • prior academic performance; and • relevance of previous studies. <p>3. The Selection Committee may seek further information to clarify any aspect of an application in accordance with the Admission and Selection into Course Policy (http://www.unimelb.edu.au/Statutes/r111a2.html) .</p> <p>4. Applicants are required to satisfy the university's English language requirements (http://futurestudents.unimelb.edu.au/admissions/entry-requirements/language-requirements) for graduate courses. For those applicants seeking to meet these requirements by one of the standard tests approved by the Academic Board, performance band 7 is required.</p> <p>Applicants with the following may be awarded up to 50 points of credit:</p> <ul style="list-style-type: none"> • an honours degree in a cognate discipline, with a weighted average mark of at least H2B (70%), or equivalent; or • an undergraduate degree in any discipline, and a Advanced Graduate Certificate in Publishing and Communications with a weighted average mark of at least H2B (70%), or equivalent; or • an undergraduate degree in a cognate discipline, with a weighted average mark of at least H2B (70%), or equivalent, and at least one year of documented, relevant work experience. <p>Applicants with the following may be awarded up to 100 points of credit:</p> <ul style="list-style-type: none"> • an undergraduate degree in any discipline, and a Advanced Graduate Diploma in Publishing and Communications with a weighted average mark of at least H2B (70%), or equivalent; or • an undergraduate degree in any discipline, and a Advanced Graduate Certificate in Publishing and Communications) with a weighted average mark of at least H2B (70%), or equivalent, and at least one year of documented, relevant work experience; or • an undergraduate degree in a cognate discipline, with a weighted average mark of at least H2B (70%), or equivalent, and at least two years of documented, relevant work experience. <p>Applicants seeking credit for relevant work experience must document their experience with a brief curriculum vitae detailing the experience, contact details of two referees who can confirm the authenticity and nature of the experience claimed, and a covering letter that explains how the experience is relevant to the program and prepares them for it.</p> | | | | |

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| Core Participation Requirements: | For the purposes of considering requests for Reasonable Adjustments under the Disability Standards for Education (Cwth 2005), and Students Experiencing Academic Disadvantage Policy, academic requirements for this course are articulated in the Course Description, Course Objectives and Generic Skills of this entry. The University is dedicated to provide support to those with special requirements. Further details on the disability support scheme can be found at the Disability Liaison Unit website: http://www.services.unimelb.edu.au/disability/ |
| Further Study: | Students who complete the thesis may be eligible to enter the PhD. |
| Graduate Attributes: | http://www.unimelb.edu.au/about/attributes.html |
| Links to further information: | http://www.culture-communication.unimelb.edu.au/ |