

# GDA-PUBCOM Graduate Diploma in Publishing and Communications (Advanced)

<b>Year and Campus:</b>	2016 - Parkville
<b>CRICOS Code:</b>	085952D
<b>Fees Information:</b>	Subject EFTSL, Level, Discipline & Census Date, <a href="http://enrolment.unimelb.edu.au/fees">http://enrolment.unimelb.edu.au/fees</a>
<b>Level:</b>	Graduate/Postgraduate
<b>Duration &amp; Credit Points:</b>	100 credit points taken over 12 months full time. This course is available as full or part time.
<b>Coordinator:</b>	Associate Professor Mark Davis
<b>Contact:</b>	<p>Email: <a href="mailto:davismr@unimelb.edu.au">davismr@unimelb.edu.au</a> (<a href="mailto:davismr@unimelb.edu.au">mailto:davismr@unimelb.edu.au</a>)</p> <p><b>Graduate School of Humanities and Social Sciences</b></p> <p><b>Currently enrolled students:</b></p> <ul style="list-style-type: none"> <li># Contact <b>Stop 1</b> (<a href="http://students.unimelb.edu.au/stop1">http://students.unimelb.edu.au/stop1</a>)</li> <li># General information: <a href="https://ask.unimelb.edu.au">https://ask.unimelb.edu.au</a> (<a href="http://ask.unimelb.edu.au/">http://ask.unimelb.edu.au/</a>)</li> </ul> <p><b>Future students:</b></p> <ul style="list-style-type: none"> <li># Further information: <a href="http://graduate.arts.unimelb.edu.au/">http://graduate.arts.unimelb.edu.au/</a> (<a href="http://graduate.arts.unimelb.edu.au/">http://graduate.arts.unimelb.edu.au/</a>)</li> <li># Contact: 'Make an enquiry' at <a href="http://graduate.arts.unimelb.edu.au/degrees/20-advanced-graduate-diploma-in-arts">http://graduate.arts.unimelb.edu.au/degrees/20-advanced-graduate-diploma-in-arts</a> (<a href="http://graduate.arts.unimelb.edu.au/degrees/20-advanced-graduate-diploma-in-arts">http://graduate.arts.unimelb.edu.au/degrees/20-advanced-graduate-diploma-in-arts</a>)</li> </ul>
<b>Course Overview:</b>	The Graduate Diploma in Publishing and Communications (Advanced) is designed to combine instruction and practical experience in editing and publishing with analysis of publishing in its cultural, technological and commercial contexts. The program is suitable for graduates seeking careers in publishing and communications, and for people currently working in these fields who wish to consolidate their skills and broaden their industry knowledge.
<b>Learning Outcomes:</b>	<p><b>Students who successfully complete the Graduate Diploma in Publishing and Communications (Advanced) should have:</b></p> <ul style="list-style-type: none"> <li># a strong grounding in editorial principles and methods across a range of media and genres;</li> <li># a practical grasp of the use of computers in editing and publishing for print and digital media;</li> <li># an analytical overview of the organisation and operation of the publishing industries in Australia and the Asia Pacific region;</li> <li># high level oral and written communication skills for business and professional contexts; and</li> <li># developed skills in researching, writing and thinking critically about processes of change in the publishing and communications industries.</li> </ul>
<b>Course Structure &amp; Available Subjects:</b>	<p><b>The Graduate Diploma in Publishing and Communications (Advanced) requires:</b></p> <ul style="list-style-type: none"> <li># two compulsory subjects (25 points)</li> <li># minimum of four elective subjects (50 points)</li> <li># maximum of two additional subjects (25 points)</li> </ul> <p><b>Total 100 points</b></p> <p>For policies that govern this degree, see <b>Academic Services Policy</b> (<a href="http://www.services.unimelb.edu.au/policy/index.html">http://www.services.unimelb.edu.au/policy/index.html</a>) in the <b>University Melbourne Policy Framework</b> (<a href="http://www.policy.unimelb.edu.au/">http://www.policy.unimelb.edu.au/</a>) .</p>
<b>Subject Options:</b>	<p><b>Compulsory Subjects</b></p> <p>2 compulsory subjects (25 points)</p>

Subject	Study Period Commencement:	Credit Points:
PUBL90001 Structural Editing	Semester 1, Semester 2	12.50
PUBL90002 Editorial English	Semester 1, Semester 2	12.50

### Elective Subjects

4 elective subjects (minimum 50 points)

Subject	Study Period Commencement:	Credit Points:
MULT90019 Internship II (Semester Long)	Semester 1, Semester 2	25
PUBL90003 The Contemporary Publishing Industry	Semester 1	12.50
PUBL90004 Business and Professional Communications	Semester 1	12.50
PUBL90005 Technical Writing and Editing	Semester 2	12.50
PUBL90006 Writing and Editing for Digital Media	Semester 1, Semester 2	12.50
PUBL90010 Print Production and Design	Semester 1	12.50
PUBL90012 Practicum	Semester 1, Semester 2	25
PUBL90014 Legal Issues in Media and Publishing	Semester 1	12.50
PUBL90015 Publishing Research Project	Semester 1, Semester 2	12.5
PUBL90016 International Publishing Project	June	12.5
PUBL90019 Print Markets: Structures and Strategies	Semester 2	12.50

### Additional Elective Subjects

Maximum of two additional elective subjects (25 points)

Subject	Study Period Commencement:	Credit Points:
MECM40003 Researching Audiences and Reception	Semester 1	12.50
MECM40006 Public Relations and Communications	Semester 1	12.50
MECM40007 Change in Journalism	Semester 2	12.50

### Entry Requirements:

- In order to be considered for entry, applicants must have completed:
  - # an undergraduate degree in a cognate discipline with a weighted average mark of at least H2B (70%), or equivalent.

Meeting this requirement does not guarantee selection.
- In ranking applications, the Selection Committee will consider:
  - # prior academic performance; and
  - # relevance of previous studies.
- The Selection Committee may seek further information to clarify any aspect of an application in accordance with the Academic Board **rules** (<http://about.unimelb.edu.au/academicboard/resolutions>) on the use of selection instruments.
- The minimum English language requirements for this course are **Band 7.0** (<http://futurestudents.unimelb.edu.au/admissions/entry-requirements/language-requirements>) .

<b>Core Participation Requirements:</b>	<p>&lt;p&gt;For the purposes of considering request for Reasonable Adjustments under the Disability Standards for Education (Cwth 2005), and Student Support and Engagement Policy, academic requirements for this subject are articulated in the Subject Overview, Learning Outcomes, Assessment and Generic Skills sections of this entry.&lt;/p&gt; &lt;p&gt;It is University policy to take all reasonable steps to minimise the impact of disability upon academic study, and reasonable adjustments will be made to enhance a student's participation in the University's programs. Students who feel their disability may impact on meeting the requirements of this subject are encouraged to discuss this matter with a Faculty Student Adviser and Student Equity and Disability Support: &lt;a href="http://services.unimelb.edu.au/disability"&gt;http://services.unimelb.edu.au/disability&lt;/a&gt;&lt;/p&gt;</p>
<b>Further Study:</b>	Students who successfully complete the Graduate Diploma in Publishing and Communication (Advanced) may be eligible to enter the Master of Publishing and Communications (100 point program).
<b>Graduate Attributes:</b>	For further information, please see <a href="http://learningandteaching.unimelb.edu.au/curriculum/graduates">http://learningandteaching.unimelb.edu.au/curriculum/graduates</a>
<b>Links to further information:</b>	<a href="http://www.culture-communication.unimelb.edu.au/">http://www.culture-communication.unimelb.edu.au/</a>