Today’s communication professional needs to have the skills and knowledge to operate in a new and disruptive digital media environment as the digital communication technologies of tomorrow may be different to those we use today.

Through this program, you will learn new skills including social media storytelling, data analytics for communication, artificial intelligence and data visualisation. This knowledge and critical thinking will take your career to the next level and prove invaluable to employers in industries that rely on digital communication.

Benefiting from a cross-disciplinary approach with collaboration across a range of fields you will deepen your expertise in areas such as data analytics, law and policy studies, management or marketing.

Why choose this course?
Digital transformation is impacting global media and communication production, distribution and consumption at unprecedented levels. This data and automation driven disruption is increasingly delivering content across personal mobile devices, placing pressure on traditional institutions and giving rise to new and emerging forms of content production and distribution.

The Master of Digital Communication develops future-focused specialised skills and advanced knowledge in digital communication as well as an applied understanding of the digital creative economy and how digital platforms are transforming the global media environment.

Flexible delivery
The course is offered with delivery modes designed to fit with your busy lifestyle with units delivered through an intensive delivery mode, offering the balance of short, sharp delivery while allowing flexibility to balance work, family, study and personal needs. This approach, including pre-work, interactive workshops and webinars, and further self-guided learning, allows you to learn at your own pace.

Real-world learning
The course is organised with an emphasis on authentic real-world learning that prepares you to creatively and effectively address a range of global and international challenging
Master of Digital Communication

communication scenarios. You will benefit from a direct alignment with world-leading digital media research from the QUT Digital Media Research Centre.

Real-world learning is embedded through elective options like internships, real-world or industry projects, study tours, or university-wide electives. Throughout the program you will be supported and encouraged to build a professional digital brand across multiple platforms.

Learn from the best

QUT is a world leader in digital communication, media and journalism. Its research and teaching is pushing boundaries and developing new ideas through transdisciplinary thinking in a fast-changing global creative economy.

The QUT School of Communication is ranked as Australia’s leading school for communication and media studies, and among the top schools in the world. QUT Media and Communication is ranked 1st in Australia and 16th in the world in the 2019 QS World University rankings.

The Digital Media Research Centre (DMRC) conducts world-leading research for a creative, inclusive and fair digital media environment. The DMRC provides access to groundbreaking research infrastructure and capabilities in digital methods such as social media analytics, and a dynamic and supportive research training environment. QUT is also the only university in Australia that has received the top ranking for communication and media studies in every Excellence in Research Australia (ERA) round since 2010.

Entry requirements

Academic entry requirements

As part of QUT’s application for admission process, you will be automatically assessed for the 1.5 year program. If you wish to be considered for the 2 year program only, please indicate this on your application form.

Master of Digital Communication - 2 year program

A completed recognised bachelor degree with a grade point average (GPA) of 4.0 or higher (on QUT’s 7 point scale).

Master of Digital Communication - 1.5 year program

A completed recognised:

- bachelor degree (or higher) with a GPA of 4.0 or higher (on QUT’s 7 point scale) in a relevant discipline such as advertising, animation, communication, interaction design, journalism, media, marketing, or public relations;
- bachelor degree (or higher) in any discipline with a GPA of 4.0 or higher (on QUT’s 7 point scale) with at least 6 months (full-time equivalent) professional experience in a relevant discipline such as such as advertising, animation, communication, interaction design, journalism, media, marketing, or public relations.

Note:

In the 1.5 year program students will have 48 credit points of advanced standing applied to their electives. This option is available to students who choose the Project Pathway option.

Students who choose the Advanced Project Pathway will not have the full 48 credit points of advanced standing applied as this pathway allows for a maximum of 24 credit points of electives.

Minimum English requirements

Students must meet the English proficiency requirements.

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<th>IELTS (International English Language Testing System)</th>
<th>Overall</th>
<th>Listening</th>
<th>Reading</th>
<th>Writing</th>
<th>Speaking</th>
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Course structure

To meet the course requirements for the Master of Digital Communication, you must complete a total of 192 credit points, made up of:

- core units (120 credit points)
- either: the project pathway, including one core project unit (24 credit points) and four electives (unit options) (48 credit points) the advanced project pathway, including two core project units (48 credit points) and two electives (unit options) (24 credit points).

If you have a relevant prior degree you may be able to complete the course in 1.5 years. See the Requirements tab for information about eligibility.

Many of the units in this course use intensive teaching periods. These intensive teaching periods are offered over shorter durations such as 5 weeks so you can focus your study on a smaller number of units. The intensive mode means that you will have increased flexibility in fitting study around your other commitments.

Careers and outcomes

Graduates from our courses have successful careers in government, industry and the community sector. The Master of Digital Communication opens up exciting and creative media and communication roles in a range of industry sectors with globally transferable skills enabling employment anywhere across the globe.

Your opportunities will be expanded through cross-disciplinary electives with opportunities to deepen your skills in an area such as data science, law, management or marketing.

Scholarships

You can apply for scholarships to help you with study and living costs.

- QUT Excellence Scholarship (Academic)
- Creative Industries International Scholarship
- Equity scholarships scheme

Mid-year entry

This course will start in Semester 2, 2019.