

Post-Graduate Qualifying Program (Stage 2) – Communications

The Post-Graduate Qualifying Program (PQP) is a non-award program designed to lead students into Edith Cowan University (ECU) masters degrees. The program is designed for students who already have tertiary qualifications but have not qualified for direct entry into university masters programs. This program is taught on ECU's state-of-the-art Joondalup Campus West.

The program will equip students with the knowledge, skills and English Language Proficiency (ELP) for entry into masters degrees in the School of Arts & Humanities at ECU. The program is made up of four core units comprising three PQP units that embed and test academic rigour and language development, together with one discipline-based unit for which ECU will award advanced standing on transfer to the university. A minimum of 50 percent pass in all units is required for progression to ECU.

Entry into ECU Masters degrees	Number of unit exemptions granted towards ECU degree	Duration at ECU studies	Units to enrol at ECC
Master of Professional Communication	1 unit	2 years	Core for all majors: <ul style="list-style-type: none"> • CMM5165 Media and Society in a Globalised World • PQP4100 – Effective Communication • PQP4300 – Research Methods • PQP4400 – Post-Graduate Preparation in Critical Thinking
Students must study the 4 units in one semester ECC reserves the right to cancel classes due to insufficient demand. Timetable clashes may be unavoidable.			

UNIT DESCRIPTORS

CMM5165 Media and Society in a Globalised World (Advanced standing granted by ECU for this unit) *

This unit will engage critically with how media discourses construct identities, communities and nationhood. Alongside considering the social dimension of media aesthetics, it will examine different communication strategies, including the use of new media, surrounding recent major global events and their cultural impact on various societies. Workshops will allow students to consider methods of inquiry and how to apply these ideas to a number of case studies.

PQP4100 – Effective Communication

The ability to communicate effectively is recognised as an essential skill for those wanting to be successful in their studies, career and personal relationships. This skills-based unit uses a number of practical activities to enable students to achieve these essential skills. Students are given techniques/strategies to: manage speech anxiety; think critically in oral/written communication; understand perception and memory; research, package and deliver logical and persuasive messages; understand cultural and gender differences in oral communication; become effective listeners and work effectively in teams. This unit addresses three main

areas: organisational communication; oral communication and written communication through analogies, metaphors and visuals. Approximately 60% of time is devoted to developing effective and persuasive oral skills and 40% to written skills.

PQP4300 – Research Methods

Knowledge of research methodology is of increasing importance in all areas of study. Many business decisions require research-derived information, and much of contemporary management practice is derived from research conducted by practitioners or academics. Whether conducting research yourself or evaluating the work of others, you must understand the process behind the research, the tools used and its application to solving problems. This unit aims to introduce students to a range of research methods and information sources, to provide students with skills that are commonly used research methodologies. In addition, the unit will provide students with an understanding of the conceptual orientation involved when social science research methodologies are applied within a commercial context.

PQP4400 – Post-Graduate Preparation in Critical Thinking

Critical analytical skills are essential for problem solving and are valued as graduate attributes. This unit introduces students to different methods of critical thinking through the history of Western thought and philosophy that underline many traditions of modern Western scholarship. Postgraduate students will be prepared for future research by developing skills in reasoning and argument.

Methods of Assessment at ECC

Methods of assessment may differ depending on the program and subjects you choose. Most subjects will be assessed through a combination of written examinations and assignments, essays, presentations, seminars and tutorial participation. Some coursework will include group-based projects and practical activities. At the beginning of each unit, students are given an outline that includes due dates for the completion of assignments. Students who fail to meet these submission deadlines may be penalised even though the work was completed. Attending all classes is essential in order to be successful at ECC. **Flyer is current as of 2 June 2022.**

*CMM5165 Media and Society in a Globalised World is taught on the Mount Lawley campus.