

GRADUATE DIPLOMA IN COMMUNICATION
(PROFESSIONAL WRITING, PUBLIC RELATIONS / ADVERTISING)
(LEVEL 7)

C00005



SCHOOL OF MEDIA ARTS

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Wintec
WAIKATO INSTITUTE OF TECHNOLOGY
Te Kuratini o Waikato



Duration	One year full-time, or part-time equivalent
Where	City Campus, Hamilton
Applications Close	End of November
Starts	February
Fee Guideline	Domestic: \$5,145 International: \$15,950

This programme will enhance your degree or work experience by providing you with knowledge and skills in public relations / advertising practices or professional, corporate and creative writing. This additional skill base will provide you with career opportunities in public relations, advertising and corporate communications.

The Graduate Diploma in Communication (Level 7) has an emphasis on practical learning and extensive contact with industry. You will work on real projects with real clients, and have support from tutors with industry experience. You may choose to study a pathway in one of two endorsements, these being in the areas of public relations / advertising or professional / creative writing.

To be successful in professional writing or public relations / advertising, you must be an excellent communicator, a problem solver, a lateral thinker, interested in contemporary issues, creative and able to work under pressure. The Graduate Diploma in Communication (Level 7) can help develop your abilities in these areas and prepare you for a career in these exciting industries.

Key Features:

- You will have opportunities to obtain marketable skills
- The diploma has a practical focus with you working on real projects with real clients
- Academic staff have extensive industry background
- Specialist teaching room with telephone, fax, video, and internet access is provided

PROGRAMME CONTENT

The Graduate Diploma in Communication (Level 7) is a one year full-time programme. It consists of eight papers offered over two semesters (16 weeks) from February to June and July to November. You can also study this programme part-time. All assessments are internal with no end of year examinations.

You will study:

Professional Writing Endorsement

- Organisational Communication
- Feature Writing
- Writing Workshop
- Professional Writing and Technical Communication
- Writing Project
- Digital Publishing
- Professional Research Project or Internship
- Plus any Level 7 module from a Wintec degree programme

Public Relations / Advertising Endorsement

- Brand Communication Campaign
- Organisational Communication
- Writing for the Media
- Media Communication or Web Media
- Applied Public Relations
- Advertising Strategies
- Professional Research Project or Internship
- Plus any Level 7 module from a Wintec degree programme

CAREER OPPORTUNITIES

The Graduate Diploma in Communication (Level 7) may lead to employment as a Journalist, Editor, Sub-Editor, Television Presenter, Feature Writer, Online News-Writer, Radio Presenter or Media Advisor.

ENTRY CRITERIA

- A degree conferred by a New Zealand tertiary education institution, or
- Equivalent qualification and / or industry experience and approved by the Head of School

ENQUIRIES

To enrol contact our Student Enrolment and Information Centre on 0800 2 wintec (0800 2 946832) or online at www.wintec.ac.nz/contact.