

Graduate Diploma in Communication

Incorporating the Graduate Certificate in Communication

Wintec code:	CO0005	MoE:	WK2470
Level:	7	Credits:	120
Owner:	School of Media Arts	Effective Date:	July 2022

These regulations should be read in conjunction with the Institute's Academic Regulations.

1. Transition Arrangements

- 1.1** From 2020 onwards, it is proposed that the School of Media Arts will be introducing a Graduate Diploma in Communication (version 2) to replace the existing Graduate Diploma in Communication (version 1).
- 1.2** Students enrolled full-time in the current Graduate Diploma in Communication (version 1) in 2019 will continue in this programme of study in semester 1 2020 and complete their programme of study within one year, by July 2020.
- 1.3** July 2019 was the last intake of this qualification and the Diploma will be relinquished. Students enrolled in the one-year Graduate Diploma in Communication (version 1) who do not complete their programme of study by July 2020 will be able to complete by the end of semester 2, 2020.
- 1.4** Students on the Graduate Diploma in Communication (Version 1) who have enrolled in July 2019 will continue with a programme of study in 2020 that includes their two-core level 7 papers (Applied Public Relations and Advertising Strategies) in semester 1. They will also be able to select from a range of electives from Group B which are still being offered to BMA students until the end of 2020, and free choice electives at Level 6 or Level 7 from any Wintec degree, including relevant electives from the new School of Media Arts degrees.
- 1.5** Students who have not successfully completed the Graduate Diploma in Communication (version 1) by November 2020 will be treated on a case-by-case basis.
- 1.6** From semester 1, 2020, all new students will be enrolled on Graduate Diploma in Communication (version 2).

Programme Regulations for:

2. Admission and Entry

2.1 General Academic Admission

- a) Candidates are required to have:
- i. Successfully completed a bachelor's degree from a New Zealand institution or
 - ii. Successfully completed a bachelor's degree from an approved and accredited overseas institution; or
 - iii. Successfully completed a level 6 or 7 diploma and relevant work and/or life experience (equivalent to a bachelor's degree) or
 - iv. Equivalent (as approved by the Centre Director or authorised nominee)

2.2 Special Admission

Domestic applicants aged 20 years or above who have not met the General Admission or entry requirements for a programme but whose skills, education or work experience indicate that they have a reasonable chance of success¹ may be eligible for Special Admission. Special Admission will be granted at the discretion of the relevant Head of School/Centre Director or designated nominee. Such applicants may be required to successfully complete a foundation, bridging or tertiary introductory programme as a condition of entry into higher level programmes.

2.3 Selection Criteria

Selection will be determined on the basis of the candidate's application and academic performance. An interview and written language test may also be required as part of the selection process.

2.4 English Language Requirements

- 2.4.1 Candidates who have English as a second language are required to have an International English Language Test System (IELTS) score of 6.0 with no individual band score lower than 5.5; **or**,
- 2.4.2 [Equivalent](#)².

3. Transfer of Credit

- 3.1 Transfer of credit at graduate level is case by case but will not exceed more than 50% of the programme.

4. Programme Requirements

- 4.1 Every candidate for the Graduate Diploma of Communication shall to the satisfaction of the Academic Board follow a programme of study for a period of normally not less than two semesters.

¹ [Education Act 1989 Section 224 \(3\)](#)

² Refer to The Table at <http://www.nzqa.govt.nz/about-us/our-role/legislation/nzqa-rules/nzqf-related-rules/the-table/> for a list of equivalents

Programme Regulations for:

- 4.2** Each Graduate Diploma of Communication candidate's programme of study shall comprise compulsory and elective modules, totaling 120 credits, from the Schedule of Modules in Section 7 of these regulations.
- 4.3** All Graduate Diploma of Communication candidates will complete:
- 4.3.1 Group A core paper COMM710 Communication 710 (30 credits)
 - 4.3.2 A minimum of two 15 credit elective modules or one 30 credit module from Group B (30 credits)
 - 4.3.3 60 credits of free choice electives at level 5, 6 or 7 paper from Bachelor of Communication or any other Wintec Degree by approval of the Programme Coordinator
 - 4.3.4 At least 75 credits must be from level 7
- 4.4** Every candidate for the Graduate Certificate in Communication shall to the satisfaction of the Academic Board follow a programme of study for a period of normally not less than one semester.
- 4.5** Each Graduate Certificate in Communication candidate's programme of study shall compromise core and elective modules as listed in Section 7 of these regulations.
- 4.6** All Graduate Certificate in Communication candidates will complete:
- 4.6.1 Group A core paper COMM710 Communication 710 (30 credits)
 - 4.6.2 Group B elective module (15 credits)
 - 4.6.3 Group C free choice elective from level 5, 6 or 7 paper from Bachelor of Communication or any other Wintec Degree by approval of the Programme Coordinator
 - 4.6.4 At least 45 credits must be from level 7
- 5. Completion of the Programme**
- 5.1** A full-time candidate will have up to five years in which to complete the Graduate Diploma in Communication, unless an extension is granted by special permission of the Head of School, School of Media Arts or delegated nominee.
- 5.2** A full-time candidate will have up to five years to complete the Graduate Certificate in Communication, unless an extension is granted by special permission of the Head of School, School of Media Arts or delegated nominee
- 6. Award of the Qualification**
- 6.1** Candidates who successfully complete the requirements in 4.3 will receive the award of Graduate Diploma in Communication.
- 6.2** Candidates who successfully complete the requirements in 4.6 will receive the award of Graduate Certificate in Communication

Programme Regulations for:

7. Schedule of Modules - Graduate Diploma in Communication

Note: The absence of an entry in the pre/co-requisite columns means there are no pre/co-requisites for that module. Pre-requisites and co-requisites may be waived at the discretion of the relevant Head of School/Centre Director or designated nominee.

Table A:

Group A: Core

Module Code	Module Name	Level	Credits	Pre-Requisites	Co-Requisites
COMM710	Communications 710	7	30	NIL	NIL

Group B: Elective

Module Code	Module Name	Level	Credits	Pre-Requisites	Co-Requisites
PROF702	Professional Practice 3	7	15	PROF601 or equivalent	
COMM720	Communications 720	7	15	COMM620 or equivalent	
DFNZ701	Design Factory Industry Project	7	30	75 credits at level 6 or pre-requisites may be waived at the discretion of the relevant Head of School/Centre Director or designated authority	
CRTV702	Freelance Project	7	15	COMM610, COMM620 or DSGN610, DSGN620 or MAPA610, MAPA620 or CART610, CART620 or equivalent	
CRTV703	Capstone Project	7	15	COMM710 or DSGN710 or MAPA710 or CART710 or equivalent	

Programme Regulations for:

CRTV701	Research Methods	7	15	CRIT601 or equivalent	
CRTV705	Creative Work Integrated Learning	7	15	PROF702 or equiv	
PROF601	Professional Practice 2	6	15	PROF501 or equivalent	
CRIT601	Critical Methods 2	6	15	CRIT501 or equivalent	
DFNZ601	Design Thinking Launchpad	6	15	60 credits at Level 5 or equivalent	
COMM602	Feature Writing	6	15		
COMM603	Advertising and Publicity	6	15	45 credits L5 PROF501 Professional Practice 1 or equivalent GradDipComm: Nil	
CRTV601	Creative Special Topic 3	6	15	60 credits at level 5	

Group C Free Choice

Module Code	Module Name	Level	Credits	Pre-Requisites	Co-Requisites
	Any level 5, 6 or 7 paper from the Graduate Diploma in Communication or Bachelor of Communication. Or electives from any other Wintec Degree by approval of the Programme Coordinator	5, 6 or 7	60		