



CALL FOR APPLICATIONS

MASTER OF ARTS IN STRATEGIC COMMUNICATION (JANUARY 2026 INTAKE)

The University of Malawi is inviting applications for its new Postgraduate Programme, **Master of Arts in Strategic Communication (MASC)**, which will commence in January, 2026. The programme will be offered by the Media and Communication Studies (MCS) Department under the School of Arts, Communication and Design.

I. DESCRIPTION OF THE PROGRAMME

The Master of Arts in Strategic Communication (MASC) aims to develop knowledge, cutting-edge skills and competencies in crafting impactful communication campaigns, build strong brands and manage the reputation of various organisations. It prepares students take up strategic communication roles for the private and public sectors. The MASC programme is designed with working professionals in mind and emphasises the critical thinking and analytical skills necessary to create targeted communication strategies in the fast-changing digital world.

Duration of the Programme: Two years

Mode of Delivery: Face to face block release

Fee Structure: **K3,500,000.00** per academic year for Malawian nationals and **US\$3000** for international students.

II. GENERAL ENTRY REQUIREMENTS

The following are the **minimum application requirements** for this postgraduate degree programme:

- An undergraduate degree in Communication, Media, Journalism, Public Relations, or any related field of study with a credit from accredited institutions of higher learning;
- An undergraduate degree from any field of study with a credit and a minimum of three years of work experience in the field of media advocacy, corporate communications, health promotion, advertising and marketing communications will be considered.

III. SPECIFIC REQUIREMENTS FOR SUBMITTING APPLICATIONS

Interested candidates meeting the above requirements must submit the following:

- A copy of an undergraduate degree from an accredited university/programme;
- A detailed Curriculum Vitae (CV);
- Certified or notarised copies of academic transcripts and certificates;
- Two letters of reference from traceable referees (one of which shall be an academician and the other one may be a professional referee) and to be submitted in sealed envelopes or as a PDF attachment;
- Evidence of sponsorship: Preference will be given to applicants who will present credible evidence of funding for their studies.
- A copy of a bank deposit slip for the application fee of MK20,000 for nationals and US\$50 for international applicants;

Payment of the application fee should be made through the following bank

Account Name: Chanco Sundry Income

Account Number: 282553

Bank Name: National Bank of Malawi

Branch: Zomba Service Centre

Contact for further details: The Head of Department, Media and Communication Studies via email at headmcs@unima.ac.mw

IV. PROCEDURE FOR SUBMITTING APPLICATIONS

Strictly only using the link <https://admission.unima.ac.mw/> The deadline for receiving applications is **30th October, 2025**.