

Bachelor of Communication in Public Relations

(214JA.1)

Please note these are the 2018 details for this course

Domestic students

| | |
|-------------------------------|--|
| Selection rank | 60 Note: The selection rank is the minimum ATAR plus adjustment factors required for admission to the program in the previous year. This is an indicative guide only as ranks change each year depending on demand. |
| Delivery mode | On campus |
| Location | Bruce, Canberra |
| Duration | 3.0 years |
| Faculty | Faculty of Arts and Design |
| Discipline | School of Arts and Communications |
| UAC code | 362426 |
| English language requirements | An IELTS Academic score of 6.0 overall, with no band score below 6.0 (or equivalent). View IELTS equivalences |

International students

| | |
|--------------------------------------|--|
| Academic entry requirements | <p>To study at UC, you'll need to meet our academic entry requirements and any admission requirements specific to your course. Please read your course admission requirements below. To find out whether you meet UC's academic entry requirements, visit our academic entry requirements page.</p> <p>View UC's academic entry requirements</p> |
| Delivery mode | On campus |
| Location | Bruce, Canberra |
| Duration | 3.0 years |
| Faculty | Faculty of Arts and Design |
| Discipline | School of Arts and Communications |
| CRICOS code | 076892G |
| English language requirements | <p>An IELTS Academic score of 6.0 overall, with no band score below 6.0 (or equivalent).</p> <p>View IELTS equivalences</p> |

About this course

Be influential and inspire change

Do you have a passion for social issues? Keen to learn how government, businesses and community organisations gain power and influence public perception? Our Bachelor of Communication in Public Relations is ethically focused and gives you the knowledge and work-ready skills to play a strategic part in complex political, cultural, social and media environments of today.

Study a Bachelor of Communication in Public Relations at UC and you will:

- gain a thorough, practical grounding in public relations and its role in social and corporate responsibility
- develop high-level oral, written communications and presentation skills
- master analytical techniques for research, problem solving, project planning and strategy development
- grasp important legal and organisational frameworks
- be taught by high-level industry experts
- undertake real projects with professional clients.

Work-integrated learning

During your third year of study you will be offered the opportunity to participate in our communication internship program and gain valuable industry experience and a chance to establish professional connections.

Career opportunities

- government departments and agencies
- charities and not-for-profit organisations
- community groups
- corporate businesses

Course specific information

You may also choose to boost your CV by enrolling in a double degree:

- 219JA Bachelor of Arts/Bachelor of Communication in Public Relations
- 228JA Bachelor of Communication in Public Relations/Bachelor of Laws
- 233JA Bachelor of Commerce/Bachelor of Communication in Public Relations.

Admission requirements

Normal UC admission requirements to an undergraduate course.

Additional admission requirements

None.

Assumed knowledge

None.

Periods course is open for new admissions

This course is not open for new admissions.

Credit arrangements

There are currently no formal credit transfer arrangements for entry to this course. Any previous study or work experience will only be considered as part of the application process in accordance with current [course rules and university policy](#).

Course requirements

Bachelor of Communication in Public Relations (214JA) | 72 credit points

Required - 42 credit points as follows

[Expand All](#) | [Collapse All](#)

Major in Public Relations (MJ0219) | 18 credit points

Required - Must pass 12 credit points as follows

Public Relations Planning and Practice (9029) | 3 credit points — Level 3

Digital PR and Media Relations (9034) | 3 credit points — Level 2

Public Relations Strategy: Issues and Crisis Management (9038) | 3 credit points — Level 3

Principles of Public Relations (9363) | 3 credit points — Level 1

Restricted Choice - 6 credit points as follows

Part A - Must pass 3 credit points from the following

Public Relations Writing (7130) | 3 credit points — Level 2

Public Relations Writing (9497) | 3 credit points — Level 1

Part B - Must pass 3 credit points from the following

Corporate Communication (9021) | 3 credit points — Level 3

Corporate Communication (9492) | 3 credit points — Level 2

Required Units - Must pass 6 credit points as follows

Public Relations Project (9037) | 3 credit points — Level 3

Professional Orientation (Communication and Media) (10335) | 3 credit points — Level 1

- Students who completed unit 9131, 9132, 9437 or 9799 prior to 2018 may count that unit in lieu of 10335

Professional Orientation (Communication & Media)

Major in Communication Studies (MJ0216) | 18 credit points

Restricted Choice - Must pass 18 credit points from the following

Communication and Media Research (7003) | 3 credit points — Level 2

Risk, Crisis and Communication (7545) | 3 credit points — Level 3

Journalism and Political Process (8127) | 3 credit points — Level 2

Communication Technologies and Change (8131) | 3 credit points — Level 3

Communication Evolution (9020) | 3 credit points — Level 2

Digital Media Literacy (9022) | 3 credit points — Level 1

Introduction to Communication (9023) | 3 credit points — Level 1

Democracy and the Public Sphere (9310) | 3 credit points — Level 2

Law of Communication (9424) | 3 credit points — Level 2

Restricted Choice - 6 credit points as follows

Internship - Must pass 3 credit points from the following

Communication Internship (9490) | 3 credit points — Level 3

Industry & Community Engagement (Internships) (10115) | 3 credit points — Level 3

Arts Foundation Units - Must pass 3 credit points from the following

[Introduction to Journalism \(5565\)](#) | 3 credit points — Level 1

[Editing Sound and Image \(8120\)](#) | 3 credit points — Level 1

[Introduction to Media Production \(8121\)](#) | 3 credit points — Level 1

[Writing Short Narratives \(8147\)](#) | 3 credit points — Level 1

[Globalisation and Resistance \(8169\)](#) | 3 credit points — Level 1

[Introduction to Creative Writing \(8304\)](#) | 3 credit points — Level 1

[Cultures and Diversity \(8671\)](#) | 3 credit points — Level 1

[People, Place and the Past \(8948\)](#) | 3 credit points — Level 1

[Digital Media Literacy \(9022\)](#) | 3 credit points — Level 1

[Introduction to Communication \(9023\)](#) | 3 credit points — Level 1

[Introduction to Political Communication \(9024\)](#) | 3 credit points — Level 1

[Media, Technology and Society \(9027\)](#) | 3 credit points — Level 1

[Design History \(9483\)](#) | 3 credit points — Level 1

[English Grammar \(9494\)](#) | 3 credit points — Level 1

[Study of Language \(9498\)](#) | 3 credit points — Level 1

- 1. If one of the units in this list is already a required unit within the typical course structure, it cannot be counted as a Restricted Choice.

- 2. This list includes units from both Semesters 1 and 2 so you will need to check unit availability.

Note:

- Note: Prior to 2015 units 9131, 9132 and 9437 were counted as Arts Foundation units. Students who completed two of these units do not need to complete a unit from this list:

Open Electives - 24 credit points as follows

- Unit Levels: In selecting electives students should note that no more than 30 credit points at Level 1 is permitted for the entire course.

Note:

- Must pass 24 credit points from anywhere in the University, as a major, a minor and/or as individual units.

In addition to course requirements, in order to successfully complete your course you must meet the inherent requirements. Please refer to the [inherent requirements statement](#) applicable to your course

Typical study pattern

UC - Canberra, Bruce

Standard Full-Time, Semester 1 Commencing (2017)

Year 1

Semester 1

[Foundations of Professional Planning \(9799\)](#)

[Introduction to Communication \(9023\)](#)

[Principles of Public Relations \(9363\)](#)

Open Elective Unit

Semester 2

Digital Media Literacy (9022)

[Public Relations Writing \(9497\)](#)

Arts Foundation Unit

Open Elective Unit

Year 2

Semester 1

[Communication and Media Research \(7003\)](#)

[Digital PR and Media Relations \(9034\)](#)

Open Elective Unit

Communication Evolution (9020) - 3 cp, Level 2 OR Democracy and the Public Sphere (9310) - 3 cp, Level 2

Semester 2

[Corporate Communication \(9492\)](#)

[Law of Communication \(9424\)](#)

[Public Relations Planning and Practice \(9029\)](#)

Open Elective Unit

Year 3

Semester 1

[Public Relations Strategy: Issues and Crisis Management \(9038\)](#)

[Risk, Crisis and Communication \(7545\)](#)

Open Elective Unit

Industry & Community Engagement (Internships) (10115) OR Open Elective Unit

Semester 2

[Public Relations Project \(9037\)](#)

Industry & Community Engagement (Internships) (10115) OR Open Elective Unit

Two Open Elective Units

Standard Full-Time, Semester 1 Commencing (2018)**Year 1****Semester 1**

[Introduction to Communication \(9023\)](#)

[Principles of Public Relations \(9363\)](#)

[Professional Orientation \(Communication and Media\) \(10335\)](#)

Open Elective Unit

Semester 2

Digital Media Literacy (9022)

[Public Relations Writing \(9497\)](#)

Open Elective Unit

Arts Foundation Unit

Year 2**Semester 1**

[Communication and Media Research \(7003\)](#)

[Digital PR and Media Relations \(9034\)](#)

Communication Evolution (9020) - 3 cp, Level 2 OR Democracy and the Public Sphere (9310) - 3 cp, Level 2

Open Elective Unit

Semester 2

[Corporate Communication \(9492\)](#)

[Law of Communication \(9424\)](#)

[Public Relations Planning and Practice \(9029\)](#)

Open Elective Unit

Year 3

Semester 1

[Public Relations Strategy: Issues and Crisis Management \(9038\)](#)

[Risk, Crisis and Communication \(7545\)](#)

Open Elective Unit

Industry & Community Engagement (Internships) (10115) OR Open Elective Unit

Semester 2

[Public Relations Project \(9037\)](#)

Two Open Elective Units

Industry & Community Engagement (Internships) (10115) OR Open Elective Unit

Course information

Course duration

Standard six semesters full-time or equivalent. Maximum twenty semesters.

Learning outcomes

| Learning outcomes | Related graduate attributes |
|---|---|
| - A well-rounded understanding of the social, political and cultural domestic and global contexts in which public relations is practised; | <p>Communication</p> <p>a) High order written and oral communication skills relevant to professional practice.</p> <p>b) Mastery of specialist professional communication techniques.</p> <p>c) Understanding of strategic professional practice and leadership.</p> <p>d) Ability to take direction.</p> |

Working independently and with others

- a) Development of initiative and resilience.
- b) Work sensitively and co-operatively with diverse stakeholders.
- c) Develop interpersonal skills to enable the establishment and maintenance of good working relationships.

Analysis and enquiry

- a) Identify and analyse information relevant to professional practice.
- b) Comprehend socio-economic, cultural, political, ethical and legal contexts in which they will practise their specialisation.
- c) Apply concepts, principles and professional methodologies to professional communication tasks.

Problem Solving

- a) Examine and question information relevant to professional communication tasks.
- b) Analyse and explain contexts in which they practice.
- c) Assess and evaluate professional communication outcomes.
- d) Think critically and creatively when developing responses.

Professionalism and social responsibility

- a) Understand the social and professional influence of public relations and its role in ethical practice.
- b) Understand the diverse needs of stakeholders and socially responsible approaches to communications

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| | with them. c) Differentiate between ethical and non-ethical practice. |
| - The skills and knowledge to operate as an entry-level public relations practitioner; | As above. |
| - An understanding of the theoretical principles that apply to modern public relations practice; | As above. |
| - A conceptual and practical understanding of ethical practice, social responsibility and legal frameworks for public relations; | As above. |
| - Experience in a professional public relations environment through a compulsory internship; | As above. |
| - An understanding of, and basic competence in, media research methods and the ability to apply these to research tasks; | As above. |
| - An understanding of the principles of risk and crisis and of political communication in the context of professional practice; | As above. |
| - High level written and oral communication skills, the ability to think critically and the capacity to identify, analyse and use information relevant to professional practice. | As above. |

Majors

- [Major in Public Relations \(MJ0219\)](#)
- [Major in Communication Studies \(MJ0216\)](#)

Awards

| Award | Official abbreviation |
|---|-----------------------|
| Bachelor of Communication in Public Relations | BComm PubRel |

Honours

None.

Enquiries

| Student category | Contact details |
|------------------------------------|---|
| Prospective Domestic Students | Email study@canberra.edu.au or Phone 1800 UNI CAN (1800 864 226) |
| Prospective International Students | Email international@canberra.edu.au or Phone +61 2 6201 5342 |
| Current and Commencing Students | Email FAD.Student@canberra.edu.au or Phone 1300 301 727 |

Download your course guide



Scholarships

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CRICOS 00212K

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UC acknowledges the Ngunnawal people, traditional custodians of the lands where Bruce campus is situated. We wish to acknowledge and respect their continuing culture and the contribution they make to the life of Canberra and the region. We also acknowledge all other First Nations Peoples on whose lands we gather.