

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.

English language requirements	An IELTS Academic score of 6.0 overall, with no band score below 6.0 (or equivalent).
	View IELTS equivalences

Duration	3.0 years
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UAC code	362426
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Faculty	Faculty of Arts and Design
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Discipline	School of Arts and Communications
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Location	Bruce, Canberra
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Fees 

Per Unit	Per Annum	Full Course
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International students

Academic entry requirements 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](#).

[View UC's academic entry requirements](#)

English language requirements An IELTS Academic score of 6.0 overall, with no band score below 6.0 (or equivalent).

[View IELTS equivalences](#)

CRICOS code 076892G

Faculty Faculty of Arts and Design

Discipline School of Arts and Communications

Location Bruce, Canberra

Duration 3.0 years

Fees 

Per Unit

Per Annum

Full Course

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 \(9023\)](#)

Open Elective Unit

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

Semester 2

Open Elective Unit

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

Arts Foundation Unit

[Digital Media Literacy \(9022\)](#)

Year 2

Semester 1

[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

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

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 \(9038\)](#)

Open Elective Unit

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

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

Semester 2

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

Two Open Elective Units

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

Standard Full-Time, Semester 1 Commencing (2018)

Year 1

Semester 1

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

Open Elective Unit

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

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

Semester 2

Arts Foundation Unit

[Digital Media Literacy \(9022\)](#)

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

Open Elective Unit

Year 2

Semester 1

Open Elective Unit

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

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

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

Semester 2

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

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

Open Elective Unit

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

Year 3

Semester 1

Open Elective Unit

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

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

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

Semester 2

Two Open Elective Units

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

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

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</p>

leadership.

d) Ability to take direction.

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.

	<p>b) Understand the diverse needs of stakeholders and socially responsible approaches to communications with them.</p> <p>c) Differentiate between ethical and non-ethical practice.</p>
- 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.
- 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.
- An understanding of the principles of risk and crisis and of political communication in the context of professional practice;	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.
- The skills and knowledge to operate as an entry-level public relations practitioner;	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

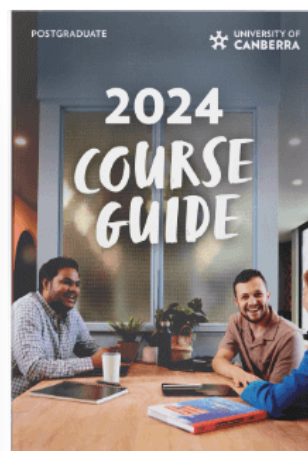
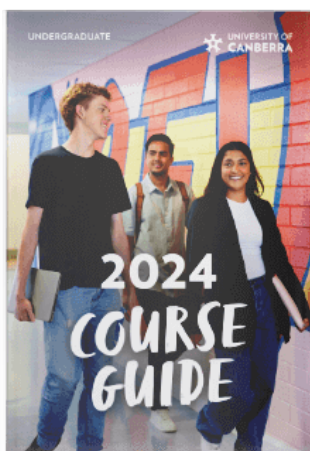
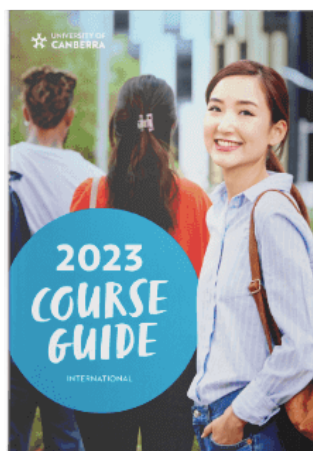
Honours

None.

Enquiries

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

Download your course guide



Scholarships

Find the scholarship that's the right fit for you

Explore Scholarships

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ABN 81 633 873 422

CRICOS 00212K

TEQSA Provider ID: PRV12003 (Australian University)

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.