

Bachelor of Arts in International Studies/Bachelor of Communication in Public Relations (224JA.2)

Please note these are the 2016 details for this course

Domestic students

Selection rank 68.00

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

Duration 4.0 years

Faculty Faculty of Arts and Design

Discipline School of Arts and Communications

UAC code

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	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
Delivery mode	On campus
Location	
Duration	4.0 years
Faculty	Faculty of Arts and Design
Discipline	School of Arts and Communications
CRICOS code	077622M
English language requirements	An IELTS Academic score of 6.0 overall, with no band score below 6.0 (or equivalent). View IELTS equivalences

About this course

Double degree: Promote mutual understanding across the globe

Do you want to become a public relations professional for a global company or organisation? This double degree from UC will help you realise your ambitions.

An international studies degree investigates the interplay of cultural, political and economic forces in regional and global arenas. The Bachelor of Communications in Public Relations gives you the theoretical understanding and practical skills you need to work as a public relations professional.

Combine a Bachelor of Arts in International Studies with a Bachelor of Communications in Public Relations at UC to:

- develop high level oral and written communications and presentation skills
- acquire essential analytical skills for research, problem-solving, project-planning and strategy development
- gain in-depth knowledge of cultural diversity and socio-economic changes within the context of globalization.
- Become a strategic and critical thinker with the ability to work sensitively and responsibly in complex political, cultural, social and media environments.

Study opportunities

- The international studies degree is enhanced by a highly recommended international exchange semester.
- With multiple opportunities to work on projects for real clients throughout the course, and an internship in your last year, you will be able to put your theoretical knowledge into practice and gain invaluable workplace experience before you even graduate.

Career opportunities

- This combined degree course enables you to follow an international career in public relations, either working in Australia for an international organisation, or working internationally.
- The Public Relations course is accredited by the Public Relations Institute of Australia (PRIA). Graduates are eligible to become professional members of PRIA.

Important to know

The double degree consists of 8 full-time semesters or a part-time maximum of 20 semesters.

You may choose to exit the double degree after the equivalent of 3 years full-time study and take out the single Bachelor of International Studies degree. To do so you must consult your course convener during second year to ensure you can meet the course requirements.

Professional accreditation

The Bachelor of Communication in Public Relations is accredited by the Public Relations Institute of Australia (PRIA). Students are eligible to become professional Associate Members immediately on graduation and full Members after two years of professional practice. The restructured degree will need to go through a re-accreditation process.

Admission requirements

Normal UC admission requirements to an undergraduate course.

Additional admission requirements

Refer to individual courses.

Assumed knowledge

Refer to individual courses.

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 Arts in International Studies/Bachelor of Communication in Public Relations (224JA) | 96 credit points

Required - 78 credit points as follows

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

International Studies - 36 credit points as follows

Minor in Human Rights and Social Justice (MN0132) | 12 credit points

Required - Must pass 12 credit points as follows

[Global Peace and Conflict Studies \(8167\) | 3 credit points – Level 3](#)

[Global Social Movements \(8168\) | 3 credit points – Level 3](#)

[Global Ethical Challenges \(8510\) | 3 credit points – Level 2](#)

[International Human Rights \(8513\) | 3 credit points – Level 2](#)

Major in International Studies (Restricted) (18cp) (MJ0240) | 18 credit points

Required - Must pass 12 credit points as follows

[Anarchy and Order in International Relations \(8166\) | 3 credit points – Level 2](#)

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

[International History of the 20th Century \(8511\) | 3 credit points – Level 2](#)

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

Restricted Choice - Must pass 6 credit points from the following

[Politics and Democracy \(675\) | 3 credit points – Level 1](#)

[Discourse and Culture \(6696\) | 3 credit points – Level 3](#)

[Global Challenges in Governance \(7533\) | 3 credit points – Level 2](#)

[Language, Cultures and Communication \(7546\) | 3 credit points – Level 3](#)

Introduction to Politics and Government (8296) | 3 credit points – Level 1

Politics and Security in the Asia-Pacific (8297) | 3 credit points – Level 3

International Studies Internship (8512) | 3 credit points – Level 3

Language, Cultures and Communication (9485) | 3 credit points – Level 3

Discourse and Culture (9493) | 3 credit points – Level 3

Required Units - Must pass 6 credit points as follows

Introduction to International Studies (8668) | 3 credit points – Level 1

Introduction to International Development (8669) | 3 credit points – Level 2

Public Relations - 42 credit points as follows

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

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

Required Units - Must pass 6 credit points as follows

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

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

Open Electives - 18 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 18 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

Year 1

Semester 1

Cultures and Diversity (8671)

Introduction to Communication (9023)

Introduction to International Studies (8668)

Principles of Public Relations (9363)

Semester 2

Digital Media Literacy (9022)

Globalisation and Resistance (8169)

International History of the 20th Century (8511)

Public Relations Writing (9497)

Year 2

Semester 1

Global Ethical Challenges (8510)

Open Elective Unit

Communication Evolution (9020)

Digital PR and Media Relations (9034)

Semester 2

Anarchy and Order in International Relations (8166)

Open Elective Unit

Law of Communication (9424)

Public Relations Planning and Practice (9029)

Year 3

Semester 1

Communication and Media Research (7003)

Introduction to International Development (8669)

Risk, Crisis and Communication (7545)

MJ0240 Restricted Choice Unit

Semester 2

Communication Internship (9490)

Corporate Communication (9492)

International Human Rights (8513)

MJ0240 Restricted Choice Unit

Year 4

Semester 1

Two Open Elective Units

[Global Peace and Conflict Studies \(8167\)](#)

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

Semester 2

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

Two Open Elective Units

[Global Social Movements \(8168\)](#)

Course information

Course duration

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

Learning outcomes

Learning outcomes	Related graduate attributes
The course gives students an opportunity to attain interdisciplinary understanding of global issues. It helps them understand the connection between geography, history, politics and cultures of global communities.	<p>Problem solving: ability to apply problem-solving processes in novel situations identify, analyse problems then formulate, implement solutions.</p> <p>Analysis and inquiry: ability to gather information, analyse and evaluate information and situations in a systematic, creative and insightful way.</p>

That students graduate with:

- A well-rounded understanding of the social, political and cultural domestic and global contexts in which public relations is practised;
- The skills and knowledge to operate as an entry-level public relations practitioner;
- An understanding of the theoretical principles that apply to modern public relations practice;
- A conceptual and practical understanding of ethical practice, social responsibility and legal frameworks for public relations;
- Experience in a professional public relations environment through a compulsory internship;
- An understanding of, and basic competence in, media research

Communication:

- a) High order written and oral communication skills relevant to professional practice;
- b) Mastery of specialist professional communication techniques;
- c) Understanding of strategic professional practice and leadership;
- d) Ability to take direction.

methods and the ability to apply these to research tasks;

- An understanding of the principles of risk and crisis and of political communication in the context of professional practice;
- 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.

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 with

them;

c) Differentiate between ethical and non-ethical practice.

The course introduces students to a range of academic fields and approaches its themes and topics from a variety of multi-disciplinary perspectives, and improves their ability to engage in critical analysis of knowledge and practices.

Communication: ability present knowledge, ideas and opinions effectively and communicate within and across professional and cultural boundaries.

Working independently and with others: ability to plan own work, be self-directed, use interpersonal skills and attitude to work collectively.

Analysis and inquiry: ability to gather information, analyse and evaluate information and situations in a systematic, creative and insightful way.

Problem solving: ability to apply problem-solving processes in novel situations identify, analyse problems then formulate, implement solutions.

Students will have the analytical skills required to understand and evaluate the global socio-economic impact on cultures and communities.

Analysis and inquiry: ability to gather information, analyse and evaluate information and situations in a systematic, creative and insightful way.

Problem solving: ability to apply problem-solving processes in novel situations identify, analyse problems then formulate, implement solutions.

Professionalism and social responsibility: capacity and intention to use professional knowledge and skills ethically and responsibly, for the benefits of others and the environment.

The course develops students' ability to understand and analyse current world events, by contextualising and communicating them in relation to relevant global developments and processes.

Analysis and inquiry: ability to gather information, analyse and evaluate information and situations in a systematic, creative and insightful way.

Problem solving: ability to apply problem-solving processes in novel situations identify, analyse problems

then formulate, implement solutions.

The course equips students with skills needed for generation of creative ideas and problem solving. The course provides internship and field research units which aims to develop skills needed in workplaces.

Communication: ability present knowledge, ideas and opinions effectively and communicate within and across professional and cultural boundaries.

Working independently and with others: ability to plan own work, be self-directed, use interpersonal skills and attitude to work collectively.

Analysis and inquiry: ability to gather information, analyse and evaluate information and situations in a systematic, creative and insightful way.

Problem solving: ability to apply problem-solving processes in novel situations identify, analyse problems then formulate, implement solutions.

Majors

- [Major in International Studies \(Restricted\) \(18cp\) \(MJ0240\)](#)
- [Major in Public Relations \(MJ0219\)](#)
- [Major in Communication Studies \(MJ0216\)](#)
- [Minor in Human Rights and Social Justice \(MN0132\)](#)

Awards

Award	Official abbreviation
Bachelor of Arts in International Studies	BA IntlSt
Bachelor of Communication in Public Relations	BComm PubRel

Honours

Refer to individual courses.

Enquiries

Student category	Contact details
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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

Find the scholarship that's the right fit for you

[Explore 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.