

# Bachelor of Communication in Public Relations/Bachelor of Event and Tourism Management (291JA.2)

Please note these are the 2018 details for this course

## Domestic students

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Selection rank

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English language requirements

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

[View IELTS equivalences](#)

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Duration

4.0 years

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UAC code

362458

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Faculty

Faculty of Arts and Design

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Discipline

School of Arts and Communications  
Canberra Business School

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Location

UC - Canberra, Bruce

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## International students

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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](#)

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English language requirements

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

[View IELTS equivalences](#)

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CRICOS code

082806E

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Faculty

Faculty of Arts and Design

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Discipline

School of Arts and Communications

**Location** UC - Canberra, Bruce

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**Duration** 4.0 years

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## About this course

### Create some PR hype in the event sector

This unique Double Degree will allow your event and tourism career to soar sky-high with your career-advancing job description as a qualified public relations practitioner.

Learn about contemporary issues in tourism and events, gain an introduction into marketing, business law, accounting and tourism policy, and undertake a communication internship that will sharpen your skill-set even further (and of course, up your networking capabilities).

On the PR side, you'll acquire a comprehensive understanding of the social, political, cultural and global contexts in which PR is practiced, learn about crisis management in media communications and develop the strategic know-how needed for entrepreneurial roles. Plus on graduating, you'll be accredited by the Public Relations Institute of Australia. Hello, multiple, dynamic career opportunities!

### Combine a Bachelor of Communication in Public Relations / Bachelor of Event and Tourism Management at UC and you will:

- gain knowledge and skills in events and tourism management
- develop strategic management skills for entrepreneurial roles
- acquire a comprehensive understanding of the social, political, cultural and global contexts in which PR is practiced
- understand ethical practice, social responsibility and legal frameworks
- refine your media research and application methods
- understand the principles of risk and crisis management and of media communication in professional practice.

## Work-integrated learning

In this course, you can undertake a workplace internship as part of the Faculty of Arts and Design's commitment to supporting work integrated learning, which will enhance your employability and ensure you're armed with the right mix of skills and knowledge to take a super-confident leap into your future career.

## Career opportunities

Opportunities exist for Bachelor of Communication in Public Relations / Bachelor of Event and Tourism Management graduates in a range of sectors, including:

- Government Departments and Agencies
- Charities and Not-For-Profit Organisations
- Community Groups
- Corporate Businesses
- Hospitality Training and Consultancy Firms
- Hotels and Resorts
- Institutional Hospitality Management
- Tourism and Hotel Consultancies

## Course specific information

Applicants must meet normal university requirements for admission to an undergraduate degree course.

## Professional accreditation

The Bachelor of Communication in Public Relations is accredited by the Public Relations Institute of Australia.

## Admission requirements

Normal UC admission requirements to an undergraduate course.

## 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](#). Credit is not permitted towards completion of a graduate certificate.

## Course requirements

### Bachelor of Communication in Public Relations/Bachelor of Event and Tourism Management (291JA) | 96 credit points

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

Law of Communications (7098) | 3 credit points – Level 1

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

**Event and Tourism Management - 54 credit points as follows**

**Major in Event and Tourism Management (MJ0248) | 24 credit points**

**Required - Must pass 24 credit points as follows**

Event Management (7016) | 3 credit points – Level 3

Service Industry Project Scheme (7144) | 3 credit points – Level 3

Contemporary Issues in Tourism and Events (7923) | 3 credit points – Level 3

Event Development (7924) | 3 credit points – Level 2

Tourism and the World Economy (8052) | 3 credit points – Level 2

Tourism Policy (8053) | 3 credit points – Level 3

Tourism and Communication (8731) | 3 credit points – Level 2

Introduction to Events and Tourism (9470) | 3 credit points – Level 1

**Minor in Business Foundation (MN0145) | 12 credit points**

**Restricted Choice - 12 credit points as follows**

**Part A - Must pass 3 credit points from the following**

Introduction to Management (4207) | 3 credit points – Level 1

Principles of Management (9525) | 3 credit points – Level 2

**Part B - Must pass 3 credit points from the following**

Accounting for Managers (5617) | 3 credit points – Level 1

Foundations of Financial Accounting (9516) | 3 credit points – Level 1

Business Decision Making (11009) | 3 credit points – Level 1

Note:

- From Semester 1 2018 unit 5617 Accounting for Managers is no longer offered. Students complete unit 11009 Business Decision Making instead.

**Part C - Must pass 3 credit points from the following**

Introduction to Economics (6355) | 3 credit points – Level 1

Foundations of Microeconomics (9518) | 3 credit points – Level 1

**Part D - Must pass 3 credit points from the following**

Introduction to Marketing (6357) | 3 credit points – Level 1

Foundations of Marketing (9521) | 3 credit points – Level 1

Note:

- From Semester 1 2018 students not completing the major in Marketing, Marketing Management or Business Administration, may choose to complete an Open Elective unit in lieu of 6357 Intro to Marketing.

Note:

- Commerce students seeking accreditation by professional Accounting bodies or the Financial Planning Assoc must pass Intro to Economics & (Accounting for Managers or Business Decision Making).

#### **Minor in Business & Government Foundation (MGT) (MN0205) | 12 credit points**

**Required - Must pass 3 credit points as follows**

[Business Research Methods \(9522\) | 3 credit points – Level 1](#)

**Restricted Choice - 9 credit points as follows**

**Part A - Must pass 3 credit points from the following**

[Government-Business Relations \(6606\) | 3 credit points – Level 1](#)

[Introduction to Politics and Government \(8296\) | 3 credit points – Level 1](#)

Note:

- From 2018 students should take unit 8296 Introduction to Politics & Government instead of unit 6606. Students who are already required to take 8296 in their course may select an Open Elective instead.

**Part B - Must pass 3 credit points from the following**

[Foundations of Professional Planning \(9799\) | 3 credit points – Level 1](#)

[Professional Orientation \(Business\) \(11011\) | 3 credit points – Level 1](#)

Note:

- From 2018 students complete unit 11011 Professional Orientation (Business) in lieu of unit 9799.

**Part C - Must pass 3 credit points from the following**

[Sociology of Technology and Work \(7087\) | 3 credit points – Level 2](#)

[Climate Change and Sustainable Business Futures \(9469\) | 3 credit points – Level 2](#)

[Management Communication \(9527\) | 3 credit points – Level 2](#)

[Business and Management Internship \(9598\) | 3 credit points – Level 3](#)

[Event and Tourism Internship \(9599\) | 3 credit points – Level 3](#)

[Sales and Marketing Internship \(9601\) | 3 credit points – Level 3](#)

**Restricted Choice Units - Must pass 6 credit points from the following**

[Introduction to Business Law \(4977\) | 3 credit points – Level 1](#)

[Information Systems in Organisations \(6348\) | 3 credit points – Level 1](#)

[Business Law \(11220\) | 3 credit points – Level 2](#)

- 1. From Semester 1 2018 unit 11220 Business Law replaces 4977 Introduction to Business Law. Students in this course may choose to complete an Open Elective unit instead.

- 2. From Semester 1 2018 students may choose to complete an Open Elective unit in lieu of 6348 Information Systems in Organisations.

In addition to course requirements, in order to successfully complete your course you may need to 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

Government-Business Relations (6606)  
Introduction to Communication (9023)  
Introduction to Events and Tourism (9470)  
Principles of Public Relations (9363)

#### Semester 2

Business Research Methods (9522)  
Digital Media Literacy (9022)  
Public Relations Writing (9497)  
Tourism and Communication (8731)

### Year 2

#### Semester 1

Communication and Media Research (7003)  
Foundations of Professional Planning (9799)  
Introduction to Economics (6355)  
Tourism Policy (8053)

#### Semester 2

Event Development (7924)  
Introduction to Business Law (4977)  
Introduction to Marketing (6357)  
Public Relations Planning and Practice (9029)

### Year 3

#### Semester 1

Digital PR and Media Relations (9034)  
Information Systems in Organisations (6348)  
Risk, Crisis and Communication (7545)  
Tourism and the World Economy (8052)

#### Semester 2

Contemporary Issues in Tourism and Events (7923)  
Corporate Communication (9492)  
Introduction to Management (4207)  
Law of Communication (9424)

### Year 4

#### Semester 1

Accounting for Managers (5617)  
Democracy and the Public Sphere (9310)  
Event Management (7016)  
Public Relations Strategy: Issues and Crisis Management (9038)

#### Semester 2

Communication Internship (9490)  
Public Relations Project (9037)  
Service Industry Project Scheme (7144)  
MN0205 Restricted Choice Unit  
MN0205 Restricted Choice Part C Unit

Standard Full Time, Semester 1 Commencing (from 2018)

### Year 1

#### Semester 1

Government-Business Relations (6606)

#### Semester 2

Business Research Methods (9522)

Introduction to Communication (9023)  
Introduction to Events and Tourism (9470)  
Introduction to Politics and Government (8296)  
Principles of Public Relations (9363)

Digital Media Literacy (9022)  
Public Relations Writing (9497)  
Tourism and Communication (8731)

## Year 2

### Semester 1

Communication and Media Research (7003)  
Foundations of Professional Planning (9799)  
Introduction to Economics (6355)  
Professional Orientation (Business) (11011)  
Tourism Policy (8053)

### Semester 2

Introduction to Marketing (6357) or an Open Elective unit  
Event Development (7924)  
Public Relations Planning and Practice (9029)

## Year 3

### Semester 1

Digital PR and Media Relations (9034)  
Risk, Crisis and Communication (7545)  
Tourism and the World Economy (8052)

### Semester 2

Contemporary Issues in Tourism and Events (7923)  
Corporate Communication (9492)  
Introduction to Management (4207)  
Law of Communication (9424)

## Year 4

### Semester 1

Business Decision Making (11009)  
Democracy and the Public Sphere (9310)  
Event Management (7016)  
Public Relations Strategy: Issues and Crisis Management (9038)

### Semester 2

MN0205 Restricted Choice Part C Unit  
Communication Internship (9490)  
Public Relations Project (9037)  
Service Industry Project Scheme (7144)  
MN0205 Restricted Choice Unit

## Course information

### Course duration

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

### Learning outcomes

Learning outcomes	Related graduate attributes
A conceptual understanding and a practical orientation in events and tourism management; Development of management skills necessary to function effectively, strategically and ethically in management and entrepreneurial roles in event and tourism management. A well-rounded understanding of the social, political	Communication

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 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.

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.

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

## Majors

- [Major in Event and Tourism Management \(MJ0248\)](#)
- [Minor in Business & Government Foundation \(MGT\) \(MN0205\)](#)
- [Major in Public Relations \(MJ0219\)](#)

- [Minor in Business Foundation \(MN0145\)](#)
- [Major in Communication Studies \(MJ0216\)](#)

## Awards

Award	Official abbreviation
Bachelor of Communication in Public Relations	BComm PubRel
Bachelor of Event and Tourism Management	B Event&TrsmMgt

## Honours

High performing students may be eligible to enrol in the Bachelor of Arts (Honours) or Bachelor of Philosophy (Honours) courses.

## Enquiries

Student category	Contact details
Current and Commencing Students	Email <a href="mailto:FAD.Student@canberra.edu.au">FAD.Student@canberra.edu.au</a> Ph 1300 301 727
Prospective Domestic Students	Please email: <a href="mailto:study@canberra.edu.au">study@canberra.edu.au</a> or telephone: 1800 UNI CAN (1800 864 226)
Prospective International Students	Email: <a href="mailto:international@canberra.edu.au">international@canberra.edu.au</a> , Tel: +61 2 6201 5342

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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.