

Handbook 2020

Coursecode

B1284

BACHELOR OF COMMUNICATION

Murdoch University

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Cancellation of Courses, Majors, Minors and Units

The University reserves the right to cancel, without notice, any course, major, minor or unit if the number of students enrolled falls below limits set by the University or in other unforeseen circumstances.

Alternative Formats

Handbook home page:

<http://handbook.murdoch.edu.au>

This publication can also be provided in alternative formats by contacting the Equity and Social Inclusion Office at Murdoch University

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Group	Course	Offerings
Public Relations	Public Relations (BCommun)	<ul style="list-style-type: none"> • Murdoch campus (internal) (no new admissions from 2015 at this location for first-year commencing students) • Some units only: Murdoch campus (external) (no new admissions from 2015 at this location for first-year commencing students)

PUBLIC RELATIONS

PUBLIC RELATIONS (BCOMMUN)

Employment Prospects:

Graduates may follow careers in public relations and specialised areas such as public affairs, community relations, media liaison, event management and sponsorship.

Bachelor of Communication (BCommun) in Public Relations

Humanities

Availability:

- Murdoch campus (internal) (no new admissions from 2015 at this location for first-year commencing students)
- Some units only: Murdoch campus (external) (no new admissions from 2015 at this location for first-year commencing students)

Admission Requirements (Onshore):

As per normal undergraduate admission requirements.

Duration: 3 years full-time or part-time equivalent; SGP1: 4 trimesters full-time or part-time equivalent

Course Codes: B1284 B1284A

This major aims to prepare students for careers in public relations and communications. It explores Australian and international theories and practices, with an emphasis on ethical communication and engagement with a diverse range of stakeholders. The major offers a combination of theoretical and practical components. Students are introduced to communication and public relations theory and are expected to develop critical thinking, evaluative and analytical skills. Communication skills -- including writing, public speaking, team work and conflict management -- are taught in addition to the development of public relations strategies to achieve organisational objectives.

Course Structure - 72 credit points

Units in this structure may no longer be available at all course locations and, where appropriate, alternative units have been provided. Students are required to satisfy the total credit point value of both the degree and the major in order to graduate; this may require that additional units are taken, either as part of the major or as General Electives. To accommodate students impacted by this change, up to 2 credit points from the total credit point value of the degree (incorporating the major) may be waived. For further information, see

https://myanswers.custhelp.com/app/answers/detail/a_id/1017/

Part I - 24 credit points

Foundation Unit - 3 credit points

From 2014, Foundation units will no longer be offered at the Murdoch Campus. Students who have not yet successfully completed a Foundation unit will be required to enrol in the following Transition Unit.

BAR100 Academic Learning Skills - 3 points

The following unit is no longer available - contact the Academic Chair for advice: Students enrolled at the Dubai or Kaplan campus will enrol in:

FDN107 Next Life - 3 points
NA 2020

Core Units - 6 credit points

MCC108 Introduction to Communication and Media - 3 points
Not available 2017

OR

CMS100 Introduction to Communication - 3 points

MCC107 Introduction to Public Relations - 3 points

OR

PRO107 Introduction to Public Relations - 3 points

General Electives - 15 credit points

Select from any 100-level units offered by the University, subject to individual unit prerequisites. Students are advised to consider using General Elective points to meet the requirements of a second major or minor. Any recommended double majors and minors will be included in the major's description.

Part II - 48 credit points

Core Units - 24 credit points

MCC259 Media Relations - 4 points
Not available this year

OR

PRO259 Media Relations - 3 points

The following unit is no longer available at the Murdoch campus - contact the Academic Chair for advice: MCC213 Communication Research - 4 points
Not available this year

The following unit is no longer available at the Murdoch campus - contact the Academic Chair for advice: MCC204 Public Relations: Contemporary Approaches - 4 points
Not available this year

MCC385 Public Relations in Society - 4 points
Not available this year

OR

PRO285 Public Relations in Society - 3 points

MCC307 Campaign Management - 4 points
Not available this year

MCC345 Issues and Crisis Management - 4 points
Not available this year

General Electives - 24 credit points

Select from any 200- to 400-level units offered by the University, subject to individual unit prerequisites. Students are advised to consider using General Elective points to meet the requirements of a second major or minor. Any recommended double majors and minors will be included in the major's description.

Students with strong academic records can apply to the Academic Chair to take:

PRO325 Public Relations Internship - 3 points
Not available this year

PREREQUISITES

Academic Learning Skills (BAR100)

Enrolment in a Bachelor of Arts, Bachelor of Asian Studies, Bachelor of Communication, Bachelor of Criminology, Bachelor of Media, Bachelor of Digital Media, Bachelor of Legal Studies, Bachelor of Psychology, Bachelor of Theology, or Bachelor of Tourism in Applied Events Management.

Campaign Management (MCC307)

MCC204 Public Relations: Contemporary Approaches.

Communication Research (MCC213)

Nil.

Introduction to Communication (CMS100)

Nil.

Introduction to Public Relations (MCC107)

Nil.

Introduction to Public Relations (PRO107)

Nil.

Issues and Crisis Management (MCC345)

MCC204 Public Relations: Contemporary Approaches or PRO204 Public Relations Strategy (or MCC204 Public Relations: Theory and Writing or MSC235 Public Relations: Principles and Writing Practice).

Media Relations (MCC259)

Nil.

Media Relations (PRO259)

Nil.

Public Relations Internship (PRO325)

Permission of the Academic Chair.

Public Relations in Society (MCC385)

Nil.

Public Relations in Society (PRO285)

Nil.

Public Relations: Contemporary Approaches (MCC204)

MCC107 Introduction to Public Relations.

Personal Study Plan

Unit Sets:

Year	Semester 1	Semester 2
1		
2		
3		
4		