

Bachelor of Communication – PR Major (original) – Pathway for 2012, 3 rd years		BACHELOR OF COMMUNICATION PROGRAM 80 Units	MAJORS: PUBLIC RELATIONS - OLD, 80 Units	ELECTIVES any available course 80 units
1000 level (Yr 1)	SEM 1 = 40 UNITS ----- SEM 2 = 40 UNITS TOTAL = 80 UNIT	CMNS 1234 Intro to Communication Theory (core) Sem1 CMNS 1230 Foundations of Media Production (core) Sem 1 ----- CMNS 1000 Intro to Digital Communication (core) Sem 2	IRHR1001 Managing the Organisation (compulsory) ----- CMNS1290 Introduction to PR(compulsory)	1 X 10 UNIT ----- 2 X 10 UNIT
2000 level (Yr 2)	SEM 1 = 40 UNITS ----- SEM 2 = 40 UNITS TOTAL = 160	CMNS2600 Audience Studies (core) Sem 1 CULT2130 Media Practices and Structures (core) Sem 1 ----- CMNS2720 Media Law Ethics (core) Sem 2	For example: MKTG2100(directed) ----- CMNS2290 PR Issues and Strategies (compulsory)	1 x 10 UNIT ----- 2 X 10 UNITS
3000 level (Yr 3)	SEM 1 = 40 UNITS ----- SEM 2 = 40 UNITS TOTAL = 240 UNIT	CMNS3270 Communication and Discourse (core) Sem 1 ----- CMNS3310 Communication, Creativity and Cultural Production (core) Sem 2 TOTAL = 80 UNITS	CMNS3520 Public Affairs (compulsory) CMNS3480 Editing Multi Media Publications (compulsory) ----- CMNS3510 Advanced PR (compulsory) CMNS3500 Communication Prof Placement(directed) TOTAL = 80 UNITS	CMNS3320 International Media Studies must be taken if not taking CMNS3500 in sem 2. (1 x 10 UNITS) ----- 1 X 10 UNIT TOTAL = 80 UNITS

INFORMATION FOR PR MAJOR STUDENTS CURRENTLY IN SECOND YEAR

From 2012, we will be GRADUALLY implementing the new Public Relations major. The main impact will be on students currently in first year.

So what does this mean for you? You will be finishing the degree under the current degree structure but if you have a spare elective in Semester 2 2012, you could pick up the new subject CMNS2710 Public Relations Writing (a 2000 level subject).

Going into third year in 2012, you'll need to take the following courses:

CMNS34580 Editing Multimedia Publications (SEM1/2012)

CMNS3520 Public Affairs and Communication (SEM1/2012)

CMNS3510 Advanced Public Relations Studies (SEM2/2012)

AND

CMNS3500 Communication Professional Placement (SEM2/2012)

Or

CMNS3320 International Media Studies (SEM1/2012) – please note only offered in SEM 1, so you will need to decide if you will take this course or the CMNS3500 Comns Prof Placement at the beginning of the year. If you do not do this, you may not be able to satisfy the major.

**Dr Melanie James,
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**Dr Susan Kerrigan,
Program Convenor, BCommunication**