



Bachelor of Public Relations and Communication (Domestic students)

Program code

1490

Commencing in

For Continuing Students Only

Available at

Duration

3 years full-time

6 years part-time

Credit points

240

Degree requirements: Students who started Trimester 2 - 2017

For Domestic and those International students not required to complete the English Language Enhancement course.

To be eligible for the award of *Bachelor of Public Relations and Communication (BPublicRelComm)*, a student must acquire 240 credit points as prescribed below:

- gain 50 credit points for core courses in Year 1
- gain 10 credit points for the Minor prerequisite course
- gain 20 credit points for **Undergraduate free-choice elective/s** in Year 1
- gain 100 credit points for core courses in Years 2 and 3
- gain 40 credit points for one approved Minor
- gain 20 credit points for **Undergraduate free-choice elective/s** in Years 2 and 3
- gain no more than 100 credit points at first year level
- gain at least 60 credit points at third year level.

This degree may be awarded **with Distinction** where a student achieves a minimum program GPA of 6.5 with no failed courses. The words "This award was achieved with Distinction" will be recorded on the testamur.

Australian Qualifications Framework (AQF) Level and Type

The **Australian Qualifications Framework (AQF)** is the national policy for regulated qualifications in Australian education and training. This qualification is accredited as an AQF Level 7 - Bachelor Degree.

English Language Enhancement

Domestic students enrolled in this program whose first language is not English may complete the following **English Language Enhancement Course** as an elective.

- **5904LHS Language and Communication for Arts and Social Sciences**

Students whose first language is English are not permitted to undertake this course.

Program learning outcomes

Program learning outcomes

Program Learning Outcomes communicate to the community the value of the Griffith educational experience as benchmarked against national qualification standards.

Program Learning Outcomes for this award describe the knowledge, skills and the application of knowledge and skills you will acquire through studying the Griffith program of your choice.

Course list: Students starting Trimester 2 - 2017

Course offering information in program structures is a guide only. Please check the actual offering information in the Course Catalogue.

Note: Students must check the prerequisite and incompatible requirements before selecting any course within this

program.

HSL-coded courses have been changed to THS-coded courses from Trimester 2, 2017.

The following course equivalent list is provided as a summary of these course changes:

- [THS course equivalent list from 2017 \(PDF 30k\)](#)

Students should contact their Program Director if they require any further advice.

Year 1

Note: Students must ensure that courses are included which satisfy prerequisite requirements for the Minor chosen in second and third year.

Students must complete the following courses:

Trimester	Course code	Requirement	Course title	CP
Tri 1,2 or 3	1506LHS		Communication and Culture	10
Tri 1,2 or 3	1003MKT		Introduction to Marketing (not offered from 2021)	10
			OR	
Tri 1,3	1008GBS		Business Decision-Making	10
Tri 1	1702LHS		Genres of Journalism (not offered from 2019)	10
			OR	
Tri 1	1505LHS		Introduction to Communication and Journalism	10
			OR	
Tri 2	1508LHS		Introduction to Journalism (not offered from 2019)	10
Tri 1,2			Minor prerequisite course	10
Tri 1,2	5904LHS		Language and Communication for Arts and Social Sciences (see Note 1)	10
			AND	
Tri 1,2			Undergraduate free-choice elective/s (see Note 2)	10
			OR	
Tri 1,2			Undergraduate free-choice elective/s	20
Tri 2	1510LHS		Introduction to Public Relations (not offered from 2019)	10
			OR	
Tri 2	1511LHS		Communication: Theory and Scholarship	10
Tri 2	1501LHS		New Communication Technologies (not offered from 2019)	10
			OR	
Tri 2	1513LHS		Digital Media and Portfolio Production	10

Note 1: For International students who are required to complete the English Language Enhancement course.

Note 2: International students who are required to complete the English Language Enhancement course must undertake 5904LHS Language and Communication for Arts and Social Sciences plus 10 credit points of Undergraduate free-choice elective/s.

Year 2

Students must complete the following courses:

Trimester	Course code	Requirement	Course title	CP
Tri 2,3	2515LHS		Media Relations	10
Tri 1,3	2513LHS		Media Law	10
Tri 1			LHS approved elective	10
			OR	
Tri 1	2512LHS		Public Writing and Professional Practice (offered in odd years)	10
Tri 1			Minor course	10
Tri 2	2501LHS		Public Relations Theory, Ethics and Professional Practice (not offered from 2020)	10
			OR	
Tri 1	2505LHS		Ethical Communication	10
Tri 2	2509LHS		Media, Politics and Public Opinion (offered in even years)	10
			OR	
Tri 2	2508LHS		Media Innovation and Entrepreneurship	10
Tri 2			Minor course	10
Tri 2			Undergraduate free-choice elective/s	10

Year 3

Students must complete the following courses:

Trimester	Course code	Requirement	Course title	CP
Tri 1	3518LHS		Media Campaigns and Strategies (offered in odd years)	10
Tri 1,2 or 3	3531LHS		Industry Internship 1	10
Tri 1			Minor course	10
Tri 1			Undergraduate free-choice elective/s	10
Tri 1	3521LHS		Social Media for Global Communicators	10
Tri 1,2,3	3060LHS		Advanced Project	10
			OR	
Tri 2	3517LHS		Crisis and Disaster Communication	10
Tri 1,2 or 3	3060LHS		Advanced Project	10
			OR	
Tri 1,2 or 3	3532LHS		Industry Internship 2	10
Tri 2			Minor course	10

Minors (18 available)

Asian and International Studies (Nathan)

Year 1

You must complete one of the following foundation courses:

Trimester	Course code	Requirement	Course title	CP
Tri 1	1004IBA	Recommended Prereq	Modernising Asia (not offered from 2022)	10
			OR	
Tri 2	3053IBA	Recommended Prereq	Asian Societies: Contemporary Issues and Challenges	10
			OR	
Tri 1	1008IBA	Recommended Prereq	Understanding Asia (not offered from 2021)	10
			OR	
Tri 1	2048IBA	Recommended Prereq	Understanding Asia: From Silk to Belt Roads	10

Years 2 and 3

You must complete the following courses:

Trimester	Course code	Requirement	Course title	CP
Tri 1	2021IBA	Core to Minor	Approaches to Asia's History	10
Tri 1	3027GIR	Core to Minor	Business and Politics in the Asia Pacific (formerly 3027IBA)	10
Tri 1	3012GIR	Core to Minor	Australia's Foreign Relations	10
Tri 1	3017IBA	Core to Minor	Crime, Business and Politics in Asia	10

Note: Additional country-specific courses are available. You should seek advice and approval from the Program Director before enrolling in these courses.

Creative Writing

Year 1

You must complete the following foundation course:

Trimester	Course code	Requirement	Course title	CP
Tri 2	1104LHS	Recommended Prereq	Introduction to Creative Writing (not offered from 2023)	10
			OR	
Tri 2	1103LHS	Recommended Prereq	Introduction to Creative Writing	10

Years 2 and 3

You must complete 40 credit points from the following courses:

Trimester	Course code	Requirement	Course title	CP
Tri 1	2154LHS	Elective to Minor	Writing Poetry (not offered from 2023)	10
			OR	
Tri 1	2153LHS	Elective to Minor	Writing Poetry	10
Tri 1,2	2036LHS	Elective to Minor	Writing Short Fiction (not offered from 2023)	10
			OR	
Tri 1	2076LHS	Elective to Minor	Writing Short Fiction	10
Tri 2	2106LHS	Elective to Minor	Writing Across Cultures	10
Tri 1	3111LHS	Elective to Minor	Experimental Writing	10
Tri 1	3723LHS	Elective to Minor	Popular Genres (not offered from 2023)	10
			OR	
Tri 1	3724LHS	Elective to Minor	Popular Genres	10
Tri 2	3706LHS	Elective to Minor	Editing for Publication (not offered from 2023)	10
			OR	
Tri 2	3707LHS	Elective to Minor	Editing for Publication	10

Criminal Justice (Mt Gravatt)

Note: Both Nathan and Gold Coast students can undertake this Minor online (see the Program Director for details).

Year 1

You must complete the following foundation course:

Trimester	Course code	Requirement	Course title	CP
Tri 1,3	1013CCJ	Recommended Prereq	Introduction to Criminology and Criminal Justice (offered Tri 3 online)	10

Years 2 and 3

You must complete the following second year course:

Trimester	Course code	Requirement	Course title	CP
Tri 1,3	2007CCJ	Core to Minor	Crime, Society and Justice (offered Tri 3 online) (not offered from 2025)	10

You must complete 30 credit points from the following courses:

Trimester	Course code	Requirement	Course title	CP
Tri 2,3	2015CCJ	Elective to Minor	Gender, Crime and Justice (offered Tri 3 online)	10
Tri 2	2013CCJ	Elective to Minor	Crime and Media (not offered from 2023)	10
Tri 1	3015CCJ	Elective to Minor	Youth Justice (not offered from 2024)	10
			OR	
Tri 1	2022CCJ	Elective to Minor	Youth, Crime and Justice	10
Tri 1	3016CCJ	Elective to Minor	Race, Crime and Justice (not offered from 2024)	10
Tri 2,3	3006CCJ	Elective to Minor	Punishment, Justice and Reform (offered Tri 3 online) (not offered from 2024)	10
			OR	
Tri 2	3031CCJ	Elective to Minor	First Nations and Justice	10

Economics

Year 1

You must complete the following foundation course:

Trimester	Course code	Requirement	Course title	CP
Tri 1	1303AFE	Recommended Prereq	Economics for Decision Making 1 (not offered from 2022)	10
			OR	
Tri 1,3	2316AFE	Recommended Prereq	Macroeconomics Analysis	10

Years 2 and 3

You must complete the following courses:

Trimester	Course code	Requirement	Course title	CP
Tri 1,2	2306AFE	Core to Minor	Quantitative Methods for Business Finance and Economics	10
Tri 1	2303AFE	Core to Minor	Economics for Decision Making 2 (not offered from 2022)	10
			OR	
Tri 1,3	2314AFE	Core to Minor	Microeconomic Analysis	10
Tri 1	3310AFE	Core to Minor	Open Economy Macroeconomics	10
			OR	
Tri 1	2304AFE	Core to Minor	Intermediate Macroeconomics (not offered from 2022)	10
Tri 1	3307AFE	Core to Minor	International Economics (not offered from 2023)	10

Environmental Studies (Nathan)

Year 1

Students must complete the following first year course:

Trimester	Course code	Requirement	Course title	CP
Tri 1	1043SCG	Recommended Prereq	Introduction to Environmental Sustainability	10

Years 2 and 3

Students must complete 40 credit points from the following courses:

Trimester	Course code	Requirement	Course title	CP
Tri 1	2011ENV	Elective to Minor	Anthropological Perspectives (not offered from 2018)	10
Tri 1	2416ENV	Elective to Minor	Environmental Anthropology	10
Tri 2	2281ENV	Elective to Minor	Economics and the Environment	10
Tri 2	2221ENV	Elective to Minor	Environmental Politics and Policy (not offered in 2020, 2021, 2022 and 2023)	10
			OR	
Tri 1,3	2004GIR	Elective to Minor	The Government Business Nexus: Intervening, Lobbying and Responding	10
Tri 1	3307ENV	Elective to Minor	Environmental and Social Futures (not offered in 2021)	10
			OR	
Tri 1,3	4118ENV	Elective to Minor	Policymaking and Planning for Climate Change	10
Tri 2	3306ENV	Elective to Minor	Environmental Management	10
Tri 2	3361ENV	Elective to Minor	Biopolitics and Nature (not offered from 2018)	10
Tri 2	3041ENV	Elective to Minor	Development and Indigenous People (not offered from 2018)	10

Event Management

Year 1

You must complete the following foundation course:

Trimester	Course code	Requirement	Course title	CP
Tri 1,2 or 3	1101IBA	Recommended Prereq	Management Concepts (not offered from 2021)	10
			OR	
Tri 1,3	1004GBS	Recommended Prereq	The Purpose of Business	10

Years 2 and 3

You must complete 40 credit points from the following courses:

Trimester	Course code	Requirement	Course title	CP
Tri 1	3117THS	Core to Minor	Facility and Venue Management	10
Tri 2	2209THS	Core to Minor	Managing Projects in Service Industries	10
Tri 2	3213THS	Core to Minor	Conference and Convention Management	10
			OR	
Tri 2	3224THS	Core to Minor	Community Events and Festivals (not offered from 2019)	10
Tri 2	3207THS	Core to Minor	Event Business Development (not offered from 2023)	10
			OR	
Tri 1	2018THS	Core to Minor	Sport Event and Facility Planning	10

History

Year 1

You must complete the following foundation course:

Trimester	Course code	Requirement	Course title	CP
Tri 1	1117LHS	Recommended Prereq	World History	10

Years 2 and 3

You must complete 40 credit points from the following courses:

Trimester	Course code	Requirement	Course title	CP
Tri 1	2059LHS	Elective to Minor	A History of Nature	10
Tri 1	2101LHS	Elective to Minor	Australia and the World	10
Tri 2	2054LHS	Elective to Minor	The Body in History (not offered from 2022)	10
			OR	
Tri 2	2057LHS	Elective to Minor	Histories of Sexuality	10
Tri 1	3052LHS	Elective to Minor	Writing History	10
Tri 2	2055LHS	Elective to Minor	A History of Terrorism and Political Violence	10
Tri 2	3145LHS	Elective to Minor	War, Peace and Security: Humanity and History	10

Indigenous Studies

Year 1

Students must complete the following first year course:

Trimester	Course code	Requirement	Course title	CP
Tri 1	1088LHS	Recommended Prereq	First Peoples	10

Years 2 and 3

Students must complete 40 credit points from the following courses:

Trimester	Course code	Requirement	Course title	CP
Tri 1	2101LHS	Elective to Minor	Australia and the World	10
Tri 2	2034LHS	Elective to Minor	Aboriginal Political Histories	10
Tri 1	3034LHS	Elective to Minor	Reconstructing Indigenous Identities	10
Tri 1	3062LHS	Elective to Minor	Transnational Indigenous Literatures (not offered from 2020)	10
			OR	
Tri 1	3723LHS	Elective to Minor	Popular Genres (not offered from 2023)	10
			OR	
Tri 1	3724LHS	Elective to Minor	Popular Genres	10
			OR	
Tri 1	2915QCA	Elective to Minor	Aboriginal Art and Culture (offered at South Bank only) (not offered from 2021)	10
			OR	
Tri 1	2901QCA	Elective to Minor	Indigenous Art and Protocols	10
Tri 2	3053LHS	Elective to Minor	Contemporary Aboriginal Issues	10
Tri 2	3041ENV	Elective to Minor	Development and Indigenous People (not offered from 2018)	10
			OR	
Tri 3	2035LHS	Elective to Minor	Global Indigeneities	10

Islam-West Relations

Year 1

You must complete the following foundation course:

Trimester	Course code	Requirement	Course title	CP
Tri 1	1603LHS	Recommended Prereq	Islam in the Modern World	10

Years 2 and 3

You must complete the following courses:

Trimester	Course code	Requirement	Course title	CP
Tri 2	2613LHS	Core to Minor	Islamic Law in a Changing World (not offered from 2019)	10
Tri 2	2611LHS	Core to Minor	Islam, Media and Conflict (not offered from 2019)	10
			OR	
Tri 1	2615LHS	Core to Minor	Religious and Ideological Extremism	10
Tri 2	2610LHS	Core to Minor	Great Empires of Islamic Civilization (not offered from 2019)	10
Tri 3	3612LHS	Core to Minor	Islam and Muslim Communities in the West	10

Journalism

Year 1

You must complete the following foundation course:

Trimester	Course code	Requirement	Course title	CP
Tri 2	1508LHS	Recommended Prereq	Introduction to Journalism (not offered from 2019)	10
			OR	
Tri 1	1507LHS	Recommended Prereq	Research and Writing for Journalism	10

Years 2 and 3

You must complete 40 credit points from the following courses:

Trimester	Course code	Requirement	Course title	CP
Tri 1,3	2511LHS	Elective to Minor	News Writing and Ethics (not offered from 2020)	10
Tri 1,3	2513LHS	Elective to Minor	Media Law	10
Tri 2	3507LHS	Elective to Minor	Human Rights Journalism and Communication (offered from 2021)	10
Tri 2	2523LHS	Elective to Minor	Digital Audio Media Production	10
Tri 1	2514LHS	Elective to Minor	Longform Journalism (offered in odd years)	10
Tri 2	3105LHS	Elective to Minor	News Production (not offered from 2021)	10
Tri 1	3025LHS	Elective to Minor	Rethinking Journalism and Media	10
Tri 1,2 or 3	3160LHS	Elective to Minor	Journalism Internship 1 (not offered from 2021)	10
			OR	
Tri 1,2 or 3	3531LHS	Elective to Minor	Industry Internship 1	10

Literary Studies**Year 1**

You must complete the following foundation course:

Trimester	Course code	Requirement	Course title	CP
Tri 1	1016LHS	Recommended Prereq	Dangerous Pleasures: An Introduction to Literary Studies	10

Years 2 and 3

You must complete 40 credit points from the following courses:

Trimester	Course code	Requirement	Course title	CP
Tri 1	2141LHS	Elective to Minor	Gothic Afterlives	10
Tri 2	2142LHS	Elective to Minor	The Storytellers: Reading Fiction	10
Tri 2	2161LHS	Elective to Minor	Global Shakespeare	10
Tri 1	3062LHS	Elective to Minor	Transnational Indigenous Literatures (not offered from 2020)	10
			OR	
Tri 1	3723LHS	Elective to Minor	Popular Genres (not offered from 2023)	10
			OR	
Tri 1	3724LHS	Elective to Minor	Popular Genres	10
			OR	
Tri 1	2915QCA	Elective to Minor	Aboriginal Art and Culture (offered at South Bank only) (not offered from 2021)	10
Tri 1	3063LHS	Elective to Minor	Poetry and Poetic Imagination	10
Tri 2	3560LHS	Elective to Minor	Advanced Literary Studies (not offered from 2021)	10

Marketing

Year 1

You must complete the following foundation course:

Trimester	Course code	Requirement	Course title	CP
Tri 1,2 or 3	1003MKT	Recommended Prereq	Introduction to Marketing (not offered from 2021)	10
			OR	
Tri 1,3	1008GBS	Recommended Prereq	Business Decision-Making	10

Years 2 and 3

You must complete 40 credit points from the following courses:

Trimester	Course code	Requirement	Course title	CP
Tri 1,3	2004MKT	Elective to Minor	Consumer Psychology	10
Tri 2	2034MKT	Elective to Minor	Marketing Research and Intelligence	10
Tri 1	2029MKT	Elective to Minor	Advertising and Integrated Marketing Communications	10
Tri 2	3042MKT	Elective to Minor	Marketing Globally (not offered from 2023)	10
Tri 2	3006MKT	Elective to Minor	Service Experience	10
Tri 2	3040MKT	Elective to Minor	Digital and Social Media Marketing	10

Politics International Studies

Year 1

You must complete the following foundation course:

Trimester	Course code	Requirement	Course title	CP
Tri 2	1003GIR	Recommended Prereq	Global Political Economy	10

Years 2 and 3

You must complete 40 credit points from the following courses:

Trimester	Course code	Requirement	Course title	CP
Tri 2	2017GIR	Elective to Minor	International Relations Theory	10
Tri 2	2019GIR	Elective to Minor	International Organisations, Peace and Conflict	10
Tri 2	2611LHS	Elective to Minor	Islam, Media and Conflict (not offered from 2019)	10
			OR	
Tri 1	2615LHS	Elective to Minor	Religious and Ideological Extremism	10
Tri 1	3012GIR	Elective to Minor	Australia's Foreign Relations	10
Tri 1	3011GIR	Elective to Minor	Dilemmas in International Relations (not offered from 2018)	10
			OR	
Tri 1	2020GIR	Elective to Minor	Global Security	10
			OR	
Tri 1	2101GIR	Elective to Minor	The Politics of Environment and Sustainability	10
Tri 3	3612LHS	Elective to Minor	Islam and Muslim Communities in the West	10

Popular Music

Year 1

You must complete the following foundation course:

Trimester	Course code	Requirement	Course title	CP
Tri 1	1104QCM	Recommended Prereq	Music and Meaning	10

Years 2 and 3

You must complete 40 credit points from the following courses:

Trimester	Course code	Requirement	Course title	CP
Tri 1	2065QCM	Elective to Minor	Popular Music: Roots to Rap	10
Tri 1	2107QCM	Elective to Minor	Popular Music Turning Points (not offered from 2021)	10
Tri 1	2109QCM	Elective to Minor	Technology and Music (not offered from 2021)	10
Tri 2	2302QCM	Elective to Minor	Music of Stage and Screen (not offered from 2021)	10
Tri 2	2342QCM	Elective to Minor	Modern Jazz: Bebop and Beyond	10
Tri 2	2108QCM	Elective to Minor	Popular World Musics (not offered from 2020)	10
Tri 2	3109QCM	Elective to Minor	Popular Classical Music (not offered from 2020)	10
Tri 2	3110QCM	Elective to Minor	Music Industry Studies	10

Screen Studies

Year 1

You must complete the following foundation course:

Trimester	Course code	Requirement	Course title	CP
Tri 2	1009LHS	Recommended Prereq	Introduction to Screen Analysis	10

Years 2 and 3

You must complete 40 credit points from the following courses:

Trimester	Course code	Requirement	Course title	CP
Tri 1	2102LHS	Elective to Minor	Television Studies	10
Tri 3	2100LHS	Elective to Minor	Hollywood Cinema	10
Tri 1	3305LHS	Elective to Minor	Media Audiences (not offered from 2021)	10
Tri 3	2306LHS	Elective to Minor	Documentary Studies (not offered from 2021)	10
			OR	
Tri 1,2 or 3	3060LHS	Elective to Minor	Advanced Project (offered from 2019)	10
Tri 1	3301LHS	Elective to Minor	World Cinema (not offered from 2021)	10
Tri 2	3312LHS	Elective to Minor	Australian Screen	10

Sociology

Year 1

You must complete the following foundation course:

Trimester	Course code	Requirement	Course title	CP
Tri 1,3	1007LHS	Recommended Prereq	Understanding the Social World	10

Years 2 and 3

You must complete 40 credit points from the following courses:

Trimester	Course code	Requirement	Course title	CP
Tri 1	2143LHS	Elective to Minor	Sociology of Identity	10
Tri 2	2026LHS	Elective to Minor	Sociology of Youth	10
Tri 1	2139LHS	Elective to Minor	Power and Politics (not offered from 2019)	10
			OR	
Tri 1	3056LHS	Elective to Minor	Popular Music, Culture and Identity	10
Tri 1	3054LHS	Elective to Minor	Work and Leisure (not offered from 2019)	10
Tri 1	3055LHS	Elective to Minor	Private Lives and Public Troubles (not offered from 2021)	10
Tri 2	3035LHS	Elective to Minor	Research in Sociology	10
Tri 2	3182LHS	Elective to Minor	Death, Grief and Culture (not offered in 2018)	10

Sport Management

Year 1

You must complete the following foundation course:

Trimester	Course code	Requirement	Course title	CP
Tri 1,2 or 3	1003MKT	Recommended Prereq	Introduction to Marketing (not offered from 2021)	10
			OR	
Tri 1,3	1008GBS	Recommended Prereq	Business Decision-Making	10

Years 2 and 3

You must complete 40 credit points from the following courses:

Trimester	Course code	Requirement	Course title	CP
Tri 1	2018THS	Elective to Minor	Sport Event and Facility Planning	10
Tri 1	3110THS	Elective to Minor	Contemporary Issues in Sport Business	10
Tri 2	2312THS	Elective to Minor	Sport Digitisation and Communication	10
Tri 2	3323THS	Elective to Minor	Sport Marketing	10
Tri 2	3333THS	Elective to Minor	Sport Development Systems	10

Tourism

Year 1

You must complete the following foundation course:

Trimester	Course code	Requirement	Course title	CP
Tri 1,2 or 3	1003MKT	Recommended Prereq	Introduction to Marketing (not offered from 2021)	10
			OR	
Tri 1,3	1008GBS	Recommended Prereq	Business Decision-Making	10

Years 2 and 3

You must complete 40 credit points from the following courses:

Trimester	Course code	Requirement	Course title	CP
Tri 1	2204THS	Elective to Minor	Sustainable Tourism Practices and Impacts	10
Tri 2	2213THS	Elective to Minor	Culinary Tourism	10
			OR	
Tri 2	2233THS	Elective to Minor	Tourism Impact Assessment	10
Tri 2,3	3201THS	Elective to Minor	Tourism Disruption, Risk and Resilience	10
Tri 1	3118THS	Elective to Minor	Planning Sustainable Communities (not offered from 2020)	10
Tri 1	3200THS	Elective to Minor	Destination Marketing	10