



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

Important Notes

Students who commence this program in 2018 must undertake a full-time study load.

About this program

Public relations is emerging as one of the key growth fields in contemporary communications industries. With public relations professionals now far outnumbering journalists, the field offers a wide range of national and international employment options for graduates. In this degree, you will gain broad public relations and communication skills to operate in the corporate, government and not-for-profit sectors.

You will complete core courses in public relations and select an area of specialisation (a minor). You will study introductory courses in public relations and media relations, along with specialised courses in crisis communication, political campaign management and communication, speech writing and other forms of public writing.

You will also have the opportunity to be placed into formal, assessed internships in the public relations area, which will help you sharpen your skills and make contacts with potential employers.

Minors

Along with your core courses in public relations and communication, you will complete one minor in the second and third years of your degree. You can choose from Asian and International Studies; Creative Writing; Criminal Justice; Economics; Environmental Studies; Event Management; History; Indigenous Studies; Islam-West Relations; Journalism; Literary Studies; Marketing; Politics and International Studies; Popular Music; Science, Technology and Society; Screen Studies; Sociology; Sport Management; Tourism.

My attendance during the program

Attendance information

This program is offered full-time and part-time at the Gold Coast and Nathan campuses.

Courses offered in this program are offered in a mixed mode consisting of on-campus, in person and online.

Student Income Support

To be classed as a full-time student, you are required to enrol in a minimum number of credit points each standard study period. The minimum credit points for full-time enrolment in this program is 30 credit points.

Trimester 1 and Trimester 2 are deemed standard study periods. As Trimester 3 is a non-standard study period, continuing students moving from one year to the next will not be required to study during this trimester to be eligible for student income support.

Domestic students who commence in Trimester 3 may be eligible for student income support from the onset of study provided they are enrolled full-time in this study period.

Please refer to the [Australian Government website](#) for more details.

Work-integrated learning

Students are required to complete at least one Public Relations internship. The School of Humanities, Languages and Social Science has long-term partnerships with PR houses and consultants and organisations with PR needs in the commercial, political and community fields. Many students who complete the internships are offered ongoing work in the area.

My career opportunities

My career opportunities

Our public relations and communications graduates find work in the corporate, government and not-for-profit sector. You will be equipped to work as a communications officer, an events manager, social media manager and public relations consultant in a range of industries, with graduates currently working in the mining, agricultural, education, cultural industries, advertising, and community care sectors, among many others. Our internship program ensures students are matched with industry partners in their final study year, with many securing work with that industry placement once they complete their degree.

Pathways to further study

Pathways to further study

Students who have completed the Bachelor of Public Relations and Communication may be eligible to complete the Bachelor of Public Relations and Communication (Honours) or the Graduate Certificate in Crisis Communication and then the Master of Arts in Creative and Professional Communication.

What are the fees?

Commonwealth supported students

- The indicative fee represents the expected average fee for an annual full-time study load (80 credit points). This is based on average study patterns across courses and the Australian Government's broad discipline areas (student contribution bands). A student's actual annual fee may vary in accordance with his or her choice of majors and electives. The Australian Government sets student contribution amounts on an annual basis.
- [Find out more...](#)

Fee-paying undergraduate (domestic) students

These fees are only applicable to domestic students who are not Commonwealth supported including:

- Full-fee paying domestic students who commenced their program prior to 2009.
- International students who have been approved to pay domestic tuition fees after obtaining Australian or New Zealand citizenship or permanent residency or a permanent humanitarian visa and who have not obtained a Commonwealth supported place.

Tuition fees

- A fee-paying undergraduate student pays tuition fees.
- Students are liable for tuition fees for the courses they are enrolled in as at the census date.
- The tuition fee is charged according to the approved program fee for the trimester in which the student is enrolled.
- [Find out more...](#)

FEE-HELP

Eligible undergraduate fee-paying students may defer their tuition fees by taking out a FEE-HELP loan which is part of the Higher Education Loan Program (HELP). Payment of the loan is via the taxation system when income reaches a specified level.

- [Higher Education Loan Program \(HELP\)](#)

Further information

- [Calculating tuition fees](#)
- [Calculating your EFTSL](#)
- [Fees and Charges Procedure](#)
 - 3.2 - Fees for Undergraduate Students (Non-international)
 - [Fees and Charges Schedules](#)
- [Financial help and support](#)