Bachelor of Public Relations and Communication (International students)

Program code
1490

Commencing in
For Continuing Students Only

Available at

Duration
3 years full-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.

If you are an International student on a student visa, you must ensure that you enrol in a way that will allow you to complete your enrolment within the expected program duration as stated on your Confirmation of Enrolment (CoE).

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?

International students

An International student is one who is not:

- an Australian or New Zealand citizen or
- a Pacific Engagement visa holder or
- a person who has Australian permanent resident status.

Indicative annual tuition fee

The indicative annual tuition fee is calculated based on a standard full-time study load which is usually 80 credit points (two full-time trimesters).

The indicative annual tuition fee is based on current conditions and available data and should only be used as a guide. These fees are reviewed annually and are subject to change.

Tuition fees

- An International 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 for students who commence their program prior to 2014 is charged according to the approved program fee for the trimester in which the student commenced the program.
- The tuition fee for students who commence their program from 2014 onwards is charged according to the approved program fee for the trimester in which the student is enrolled.

Program fees for the Bachelor of Public Relations and Communication (1490)

Fees for this program can be found on the Programs and Courses website in the "Overview and fees" section. Select your commencing year to view your fees.

Changing programs

If an International student changes to a different program they will be subject to the approved program fee for the trimester in which they are enrolled.

Permanent resident status

If an **undergraduate student** obtains permanent resident status in Australia after commencing study in a program, and the student can provide evidence of permanent resident status prior to the census date (of the trimester in which they are enrolled), the student will be provided with a domestic fee-paying place.

The student may then apply for a Commonwealth supported place at the next admission period provided that the student satisfies the conditions for transfer from a domestic fee-paying place to a Commonwealth supported place as set out in the Undergraduate Programs Admission Policy.

If a **postgraduate student** obtains permanent resident status in Australia after commencing study in a program, and the student can provide evidence of permanent resident status prior to the census date (of the trimester in which they are enrolled), the student will automatically be considered for a Commonwealth supported place (subject to availability) or a domestic fee-paying place as applicable for the program.

If a **research student** obtains permanent resident status in Australia after commencing study in a program, and the student can provide evidence of permanent resident status prior to the census date (of the trimester in which they are enrolled), the student will automatically be considered for a Commonwealth Government Research Training Program (RTP) Fee Offset or a domestic fee-paying place as applicable for the program.

Further information

- Fees and Charges Procedure
    - 3.6 - Fees for International Students

    - 3.9 - Administrative and Miscellaneous Charges
    - Fees and Charges Schedules
- Cost of studying in Australia