

# HELP University – Bachelor of Communication (Hons) Marketing Communications Stream UQ 2020 Program Structure Bachelor of Communication – Public Relations Major

**Please ensure that you read and understand the following important information about your program.**

It is your responsibility to ensure that you complete all the requirements of the program in order to graduate. The following information is designed to help you plan your enrolment to meet this goal. Further information can be found in the official rules and course lists under the **Program Rules and Requirements** link in the Programs and Courses website: [https://my.uq.edu.au/programs-courses/program.html?acad\\_prog=2236](https://my.uq.edu.au/programs-courses/program.html?acad_prog=2236).

## **PROGRAM GUIDELINES**

You must complete a total of 48 units for the program.

At least 28 units must be at advanced level (level 2 or level 3 course eg. COMU2XXX or COMU3XXX)

## **BACHELOR OF COMMUNICATION REQUIREMENTS:**

- ❖ 48 units under the BCommun course list including -
  - 20 units core courses from Part A; and
  - 12 units from one major (Public Relations) in Part B; and
  - 16 units of electives, which may include a minor (8 units) from Part C.

## **INTERNATIONAL JOINT DEGREE PROGRAM – CREDIT ARRANGEMENT**

- ❖ You will receive 24 units of credit on the basis of your studies at HELP University, including –
  - 8 units core courses from Part A (COMU1120, COMU2030, COMU2120 and WRIT1200)
  - 2 units from Public Relations Major in Part B (COMU2170)
  - 8 units of advanced electives
  - 6 units of introductory electives

**As you have received 24 units of credit, you will have 24 units remaining to complete the Bachelor of Communication program, comprising of:**

- 12 units of core courses from Part A (COMU1052, COMU1130, COMU1140, COMU2160, COMU2180 and WRIT2000)
- 10 units from Public Relations Major in Part B (COMU1152, COMU3015, COMU3130, COMU3140 and 2 units from either COMU1050, COMU3222 or COMU3801)
- 2 units advanced electives from Part C

**The following planner outlines what courses you will need to complete to meet the program requirements.**

Please note that you are not required to submit this program plan for approval. This planner is intended as a guide only and is based on current scheduling of courses. Students should note that scheduling can change from year to year. If you have any concerns about meeting degree requirements, especially when nearing the end of your program, please contact the Faculty of Humanities and Social Sciences [[hass.uq.edu.au/askhass](https://hass.uq.edu.au/askhass)] for advice.

**2020 PROGRAM STRUCTURE**  
**BACHELOR OF COMMUNICATION WITH A MAJOR IN PUBLIC RELATIONS**

*You can use this outline to plan your program structure, if you are commencing your program in Semester 2 2020*

<b>BACHELOR OF COMMUNICATION</b>	
<b>Courses</b>	<b>Total Units</b>
<b>YEAR ONE</b>	
<b>Semester 2</b>	
COMU1052 Introduction to Public Relations (Part A – Core)	2
COMU1130 Connectivity and Culture (Part A - Core)	2
COMU1140 Multimedia (Part A – Core)	2
COMU1152 Public Relations Writing (Part B – PR Major)	2
<b>Summer Semester</b>	
COMU3801 Communication Internship (Part B – PR Major) - <i>optional</i>	
<b>YEAR TWO</b>	
<b>Semester 1</b>	
COMU2180 Media Strategies (Part A – Core)	2
COMU3140 Issues and Stakeholder Engagement (Part B - PR Major)	2
<b>Advanced Elective (Part C)</b>	2
AND	
2 units (1 course) from:	
COMU1050 Understanding the News (Part B – PR Major)	
COMU3222 Political Communication (Part B - PR Major)	2
COMU3801 Communication Internship (Part B - PR Major)*	
<b>Semester 2</b>	
WRIT2000 Writing and Editing for the Professions (Part A – Core)	2
COMU2160 Communication Law and Ethics (Part A – Core)	2
COMU3015 Public Interest Communication (Part B – PR Major)	2
COMU3130 Public Relations Project (Part B - PR Major)	2
<b>Total Completed</b>	<b>24</b>

\*students who wish to undertake COMU3801 in Summer Semester, COMU2180 as a pre-requisite is waived. If COMU3801 is taken in Semester 1 2020 concurrent enrolment in COMU2180 is approved.

***Please Note: Summer Semester is optional***  
***Please ensure your majors are correctly listed on mySI-net***