

Kolej-Poly-Tech MARA

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

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 e.g. 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

CREDIT ARRANGEMENT

- ❖ You will receive 16 units of credit on the basis of your previous studies at Kolej-Poly-Tech MARA comprising:
 - 6 units of Core Courses from Part A (COMU1052, COMU1120, COMU1140)
 - 6 units of Introductory Electives
 - 4 units of Advanced Electives

As you have received 16 units of credit, you will have 32 units remaining to complete the Bachelor of Communication program, comprising of:

- 14 units of core courses from Part A (COMU1130, WRIT1200, COMU2030, COMU2120, COMU2160, COMU2180, WRIT2000)
- 12 units from Public Relations Major in Part B (COMU1152, COMU3015, COMU3130, COMU3140, and 4 units from either COMU1050, COMU2170, COMU2311, COMU3222 or COMU3801)
- 4 units of Advanced Electives
- 2 units of Electives at any Level

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 <https://hass.uq.edu.au/contact> 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

BACHELOR OF COMMUNICATION	
Courses	Total Units
YEAR ONE	
Semester 2, 2020	
COMU1130 Connectivity and Culture (Part A – Core)	2
COMU1152 Public Relations Writing (Part B – Public Relations Major)	2
Introductory Elective (level 1)	2
2 units from:	2
<ul style="list-style-type: none"> - Advanced Elective (level 2/3) OR - COMU2170 Intercultural Communication 	
Summer Semester	
YEAR TWO	
Semester 1, 2021	
WRIT1200 Writing Creatively (Part A – Core)	2
COMU2030 Communication Research Methods (Part A – Core)	2
COMU2180 Media Strategies (Part A – Core)	2
2 units from:	2
<ul style="list-style-type: none"> - Advanced Elective (level 2/3) OR - COMU1050 Understanding the News 	
Semester 2, 2021	
COMU2160 Communication Law and Ethics (Part A – Core)	2
WRIT2000 Writing & Editing for the Professions (Part A – Core)	2
COMU3130 Public Relations Project (Part B – Public Relations Major)	2
COMU3015 Public Interest Communication (Part B – Public Relations Major)	2
Summer Semester	
YEAR THREE	
Semester 1, 2022	
COMU2120 Media Design (Part A – Core)	2
COMU3140 Issues and Stakeholder Engagement (Part B – Public Relations Major)	2
And 4 units from:	2
<ul style="list-style-type: none"> - COMU3222 Political Communication (Part B – Public Relations Major) - COMU3801 Communication Internship (Part B – Public Relations Major) - COMU2311 Communication for Social Change - Advanced Elective (level 2/3) 	2
Total Completed	32

*Please note that you must take 4 units of advanced electives
and at least 4 units from the highlighted courses*

Please Note: *Summer Semester is optional*

Please ensure your majors are correctly listed on mySI-net