

Ngee Ann Polytechnic - Diploma in Mass Communication

UQ 2017 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: http://www.uq.edu.au/study/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 BComm 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 Ngee Ann Polytechnic, including –
 - 14 units core courses from Part A (COMU1052, COMU1120, COMU1130, COMU1140, WRIT1200, COMU2030 and WRIT2000)
 - 2 units from Public Relations Major in Part B (COMU1152)
 - 6 units of Introductory Electives
 - 2 units of Advanced Electives

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

- 6 units of core courses from Part A (COMU2120, COMU2160, COMU3120)
- 10 units from Public Relations Major in Part B (COMU2180, COMU3130, COMU3140 and 4 units from either COMU2170, COMU2311, COMU3222 or COMU3801)
- 6 units Advanced Electives and 2 units of any Electives, which may include a minor (8 units) from Part C.

Available minors include:

Advertising
 Digital Media
 Event Management
 Health Communication
 Interaction Design
 Journalism (This option is NOT available to students commencing in Semester 2)
 Writing

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] for advice.

2017 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 2017

BACHELOR OF COMMUNICATION	
Courses	Total Units
YEAR ONE	
Semester 2	
COMU2120 Media Design (Part A – Core)	2
COMU2160 Communication Law and Ethics (Part A – Core)	2
Elective or Part C Minor	2
AND	
2 units (1 course) from:	2
COMU2170 Intercultural Communication (Part B - PR Major)	
COMU2311 Communication for Social Change (Part B - PR Major)	
Summer Semester	
YEAR TWO	
Semester 1	
COMU2180 Media Strategies (Part B - PR Major)	2
COMU3120 Digital Analytics (Part A – Core)	2
COMU3140 Issues and Stakeholder Engagement (Part B - PR Major)	2
AND	
2 units (1 course) from:	2
COMU3222 Political Communication (Part B - PR Major)	
COMU3801 Communication Internship (Part B - PR Major)*	
Semester 2	
COMU3130 Public Relations Project (Part B - PR Major)	2
Advanced Elective or Part C Minor	2
Advanced Elective or Part C Minor	2
Advanced Elective or Part C Minor	2
Total Completed	24

*students who wish to undertake COMU3801 in Semester 1 2018 concurrent enrolment in COMU2180 is approved.

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