

PUBLIC RELATIONS, MAJOR

Western Sydney University Major Code: 0160

Previous Code: M1122.1

Available to students in other Western Sydney University

Programs: Yes. Check that your program has the available credit points required to complete the subjects in this field of study. Any requisite requirements must also be met. Consult your Program Advisor for further advice.

The Public Relations major covers the skills and knowledge required in the profession of public relations, including event management, issues and crisis management and campaign development. The major focuses on the role of the public relations practitioner or adviser and provides a theoretical framework of the industry. Students engage with both theory and practical projects and may complete an internship placement.

Location

Campus	Mode	Advice
Parramatta Campus - Victoria Road	Internal	EnquiriesHCA@westernsydney.edu.au
Penrith Campus	Internal	EnquiriesHCA@westernsydney.edu.au

Major Structure

Bachelor of Business Students

Bachelor of Business students must complete the structure under the heading for Bachelor of Business below.

Creative Industries Students

Creative Industries students must complete their Introduction to major subject, as part of the core requirements of the program, prior to enrolling in this major.

Subject	Title	Credit Points
MKTG 1009	Public Relations Theory and Practice	10

Students must complete 80 credit points as follows

Subject	Title	Credit Points
Level 2		
COMM 2001	Account and Client Management	10
COMM 2011	Communication Strategies	10
COMM 2015	Events Management	10
MKTG 2005	Issues, Risk and Crisis Communication	10
Level 3		
MKTG 3018	Public Relations: Campaigns	10
COMM 3014	Digital Communication	20
Select one of the following:		
COMM 3018	Internship	10
COMM 3037	Transmedia Production	
Total Credit Points		80

Bachelor of Business Students

Students must complete 80 credit points as follows

Subject	Title	Credit Points
Level 1		
MKTG 1009	Public Relations Theory and Practice	10
Level 2		
COMM 2001	Account and Client Management	10
COMM 2011	Communication Strategies	10
COMM 2015	Events Management	10
MKTG 2005	Issues, Risk and Crisis Communication	10
Level 3		
MKTG 3018	Public Relations: Campaigns	10
COMM 3014	Digital Communication	20
Total Credit Points		80

Equivalent Alternate Subjects

The alternate subject listed below counts towards completion of this program for students who passed this subject in 2019 or earlier.

COMM 3007 - Communication Campaigns, replaced by COMM 3045 (<https://hbook.westernsydney.edu.au/archives/2021-2022/search/?P=COMM%203045>) Advertising: Campaigns

Related Programs

Bachelor of Arts/Bachelor of Creative Industries (1842) (<https://hbook.westernsydney.edu.au/archives/2021-2022/programs/bachelor-arts-bachelor-creative-industries/>)

Bachelor of Business (2786) (<https://hbook.westernsydney.edu.au/archives/2021-2022/programs/bachelor-business/>)

Bachelor of Communication/Bachelor of Creative Industries (1840) (<https://hbook.westernsydney.edu.au/archives/2021-2022/programs/bachelor-communication-bachelor-creative-industries/>)

Bachelor of Communication/Bachelor of International Studies (1707) (<https://hbook.westernsydney.edu.au/archives/2021-2022/programs/bachelor-communication-bachelor-international-studies/>)

Bachelor of Communication (1696) (<https://hbook.westernsydney.edu.au/archives/2021-2022/programs/bachelor-communication/>)

Bachelor of Communication (Dean's Scholars) (1736) (<https://hbook.westernsydney.edu.au/archives/2021-2022/programs/bachelor-communication-deans-scholars/>)

Bachelor of Communication/Bachelor of Business (1819) (<https://hbook.westernsydney.edu.au/archives/2021-2022/programs/bachelor-communication-bachelor-business/>)

Bachelor of Creative Industries (1838) (<https://hbook.westernsydney.edu.au/archives/2021-2022/programs/bachelor-creative-industries/>)

Bachelor of Design/Bachelor of Creative Industries (1839) (<https://hbook.westernsydney.edu.au/archives/2021-2022/programs/bachelor-design-bachelor-creative-industries/>)

Bachelor of Music/Bachelor of Creative Industries (1841) (<https://hbook.westernsydney.edu.au/archives/2021-2022/programs/bachelor-music-bachelor-creative-industries/>)

Diploma in Business/Bachelor of Business (6037) (<https://hbook.westernsydney.edu.au/archives/2021-2022/programs/diploma-business-bachelor-business/>)

Diploma in Communication/Bachelor of Creative Industries (6009) (<https://hbook.westernsydney.edu.au/archives/2021-2022/programs/diploma-communication-bachelor-creative-industries/>)