

PUBLIC RELATIONS, MAJOR (0160)

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 provides a thorough grounding in the skills and knowledge required in the profession of public relations. Areas of study include strategies and tactics, event management, issues and crisis management, digital and social communication, account and client management, campaign development and evaluation, and an industry internship. The major focuses on the role of the public relations practitioner (both in-house and consultancy) and provides a theoretical framework of the industry. Students engage with both theory and practical projects, and engage with industry throughout the program.

Location

Campus	Mode	Advice
Parramatta Campus - Victoria Road	Internal	EnquiriesHCA@westernsydney.edu.au
Penrith Campus	Internal	EnquiriesHCA@westernsydney.edu.au
Online	Online	EnquiriesHCA@westernsydney.edu.au
Sydney City Campus*	Internal	EnquiriesHCA@westernsydney.edu.au

*Curriculum delivered through an agreement with another party

Accreditation

This major is accredited by Communication and Public Relations Australia (CPRA), formerly the Public Relations Institute of Australia (PRIA).

Major Structure Current

This structure applies to students who commenced in 2024 or later. If you commenced prior to 2024 please refer to the Structure 2023 tab for details.

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	Strategic Event Promotion	10
MKTG 2012	Public Relations: Strategies and Tactics	10
Level 3		
MKTG 3018	Public Relations: Campaigns	10
COMM 3018	Internship	10
MKTG 3022	Issues Management and Crisis Communication	10
COMM 3054	Digital and Social Communication	10
Total Credit Points		80

Major Structure 2023

If you commenced in 2024 or later please refer to the Structure 2024 tab for details.

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 follow

Subject	Title	Credit Points
Level 2		
COMM 2001	Account and Client Management	10
COMM 2011	Communication Strategies	10
COMM 2015	Strategic Event Promotion	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:		10
COMM 3018	Internship	
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	Strategic Event Promotion	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 MKTG 3018 (<https://hbook.westernsydney.edu.au/archives/2024-2025/subject-details/mktg3018/>) Public Relations: Campaigns

Related Programs

Bachelor of Arts/Bachelor of Creative Industries (1842) (<https://hbook.westernsydney.edu.au/archives/2024-2025/programs/bachelor-arts-bachelor-creative-industries/>)

Bachelor of Business (2786) (<https://hbook.westernsydney.edu.au/archives/2024-2025/programs/bachelor-business/>)

Bachelor of Communication/Bachelor of Creative Industries (1840) (<https://hbook.westernsydney.edu.au/archives/2024-2025/programs/bachelor-communication-bachelor-creative-industries/>)

Bachelor of Communication/Bachelor of International Studies (1707) (<https://hbook.westernsydney.edu.au/archives/2024-2025/programs/bachelor-communication-bachelor-international-studies/>)

Bachelor of Communication (1696) (<https://hbook.westernsydney.edu.au/archives/2024-2025/programs/bachelor-communication/>)

Bachelor of Communication (Dean's Scholars) (1736) (<https://hbook.westernsydney.edu.au/archives/2024-2025/programs/bachelor-communication-deans-scholars/>)

Bachelor of Communication/Bachelor of Business (1819) (<https://hbook.westernsydney.edu.au/archives/2024-2025/programs/bachelor-communication-bachelor-business/>)

Bachelor of Communication/Bachelor of Laws (2752) (<https://hbook.westernsydney.edu.au/archives/2024-2025/programs/bachelor-communication-bachelor-laws/>)

Bachelor of Communication/Bachelor of Laws (Honours) (2833) (<https://hbook.westernsydney.edu.au/archives/2024-2025/programs/bachelor-communication-bachelor-laws-honours/>)

Bachelor of Creative Industries (1838) (<https://hbook.westernsydney.edu.au/archives/2024-2025/programs/bachelor-creative-industries/>)

Bachelor of Design/Bachelor of Creative Industries (1839) (<https://hbook.westernsydney.edu.au/archives/2024-2025/programs/bachelor-design-bachelor-creative-industries/>)

Bachelor of Music/Bachelor of Creative Industries (1841) (<https://hbook.westernsydney.edu.au/archives/2024-2025/programs/bachelor-music-bachelor-creative-industries/>)

Bachelor of Communication / Bachelor of International Studies (1932) (<https://hbook.westernsydney.edu.au/archives/2024-2025/programs/bachelor-communication-bachelor-international-studies/>)

Diploma in Business/Bachelor of Business (6037) (<https://hbook.westernsydney.edu.au/archives/2024-2025/programs/diploma-business-bachelor-business/>)

Diploma in Communication/Bachelor of Creative Industries (6009) (<https://hbook.westernsydney.edu.au/archives/2024-2025/programs/diploma-communication-bachelor-creative-industries/>)

Diploma in Communication/Bachelor of Communication (6007) (<https://hbook.westernsydney.edu.au/archives/2024-2025/programs/diploma-communication-bachelor-communication/>)