

PUBLIC RELATIONS, MINOR (0160)

Western Sydney University Minor Code: 0160

Previous Code: SM1122.1

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 minor provides a strong foundation in the skills and knowledge required in the profession of public relations. Possible areas of study include strategies and tactics, event management, issues and crisis management, digital and social communication, and account and client management. The minor 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

Minor Structure

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 40 credit points consisting of:

Subject	Title	Credit Points
Level 1		
MKTG 1009	Public Relations Theory and Practice	10
Level 2		
MKTG 2012	Public Relations: Strategies and Tactics	10
Plus 20 credit points from the pool of Level 2/3 subjects listed below:		20
COMM 2015	Strategic Event Promotion	
COMM 2001	Account and Client Management	
COMM 3054	Digital and Social Communication	
MKTG 3022	Issues Management and Crisis Communication	
Total Credit Points		40

Minor Structure

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

Creative Industries students must first complete MKTG 1009 (<https://hbook.westernsydney.edu.au/majors-minors/public-relations-minor/>)
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 Public Relations: Campaigns/) Public Relations Theory and Practice as their Introductory Major subject in order to undertake this minor.

Students must complete 40 credit points, consisting of 20 credit points at level 2 and 20 credit points at level 3 from the following subjects.

Note: Please plan enrolment in minor subjects carefully - subjects at Level 2 and Level 3 may have pre-requisites. Students should consult their Academic Program Advisors if they require further information.

Level 2

Subject	Title	Credit Points
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

Subject	Title	Credit Points
MKTG 3018	Public Relations: Campaigns	10
COMM 3014	Digital Communication	20

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

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/>)