



Bachelor of Public Relations and Communication/Bachelor of Business (Domestic students)

Program code

1495

Offered in

For Continuing Students Only

Available at

Duration

4 years full-time

Credit points

320

Why choose this program?

Students who commence this program in 2018 must undertake a full-time study load.

Combining your business degree with public relations and communication will give you enhanced analytical, decision-making and communication skills, which are highly valued by employers. You will develop an understanding of the relationships in business, industry, government and service organisations and the communication skills needed to manage these complex and dynamic interactions.

In the communications component, you will study introductory courses in public and media relations, along with specialised courses in crisis communication, political campaign management and communication, speech writing and other forms of public writing. You will also have the opportunity to be placed into formal, assessed internships, which will help you sharpen your skills and make valuable contacts with potential employers.

Through the Bachelor of Business you will gain a solid foundation in all aspects of business and develop an understanding of the social, cultural and political dimensions of business. You will enhance this knowledge with further expertise and experience in your areas of interests.

My attendance during the program

Attendance information

This program is offered full-time and part-time on-campus at the Gold Coast and Nathan campuses. You may choose to study courses at other campuses if or where the program structure allows.

As a full-time student, you will generally attend 9-12 hours of scheduled classes per week throughout the trimester. As a part-time student, you will generally attend 3-6 hours of scheduled classes per week. Classes may be scheduled during the day and evening throughout the week.

Student Income Support

To be classed as a full-time student, you are required to enrol in a minimum number of credit points each standard study period. The minimum credit points for full-time enrolment in this program is 30 credit points.

Trimester 1 and Trimester 2 are deemed standard study periods. As Trimester 3 is a non-standard study period, continuing students moving from one year to the next will not be required to study during this trimester to be eligible for student income support.

Domestic students who commence in Trimester 3 may be eligible for student income support from the onset of study provided they are enrolled full-time in this study period.

Please refer to the [Australian Government website](#) for more details.

Work-integrated learning

Students are required to complete at least one Public Relations Internship. The School of Humanities, Languages and Social Science has long-term partnerships with PR houses and consultants and organisations with PR needs in the commercial, political and community fields. Many students who complete the internships are offered ongoing work in the area.

My career opportunities

My career opportunities

You will be prepared for a career in the media, public education, commercial communication, arts and leisure management, or interactive media. Opportunities exist for careers in the public, private and not-for-profit sectors.

Professional recognition

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Depending upon your choice of Business major, you may be eligible for admission to one or more of the following professional bodies:

- [Australian Human Resources Institute \(AHRI\)](#)
- [Chartered Institute of Procurement and Supply \(CIPS\)](#)
- [Australian Institute of Management \(AIM\)](#)
- [Australian Marketing Institute \(AMI\)](#)
- [Australian Market and Social Research Society](#)
- [Australian Society of Sport Administrators](#)
- [International Special Events Society, Queensland Chapter](#)
- [Pacific Asia Travel Association](#)
- [Sports Management Association of Australia and New Zealand](#)

What are the fees?

Commonwealth supported students

- The fee is indicative of an annual full-time load (80 credit points) in a program categorized to one of the Australian Government's three broad discipline areas (student contribution bands). A student's actual annual fee may vary in accordance with his or her choice of majors and electives. The Australian Government sets [student contribution amounts](#) on an annual basis.
- [Find out more...](#)

Fee-paying undergraduate (domestic) students

These fees are only applicable to domestic students who are not Commonwealth supported including:

- Full-fee paying domestic students who commenced their program prior to 2009.
- International students who have been approved to pay domestic tuition fees after obtaining Australian or New Zealand citizenship or permanent residency or a permanent humanitarian visa and who have not obtained a Commonwealth supported place.

Tuition fees

- A fee-paying undergraduate student pays tuition fees.
- Students are liable for tuition fees for the courses they are enrolled in as at the census date.
- The tuition fee is charged according to the approved program fee for the trimester in which the student is enrolled.
- [Find out more...](#)