



Public Relations

Undergraduate Courses
Victoria, 2019

OVERVIEW

This document has been developed to assist students and their families in researching undergraduate Commonwealth Supported Place public relations courses at Victorian universities. Written by Sandie McKoy, Catholic College Wodonga. The information has been approved by the universities listed in the document.

Exploring courses

You can search the state-based Tertiary Admission Centre websites for information about courses. Where possible, information has been taken from 2019 Undergraduate Course Guides. To search for Victorian courses, use the Victorian Tertiary Admissions Centre (VTAC) course search function at www.vtac.edu.au/

- **Indicative ATAR** – ATARs listed in this document are from the 2018 intake and may change for the 2019 intake. Please only use them as a guide.
- **English prerequisite:** EAL = English as an Additional Language. 'Any other English' includes English, English Language and Literature.
- **Prerequisites** – can change throughout the year. Please use the ones listed as a guide only.

Index

Institution	Page	Institution	Page	Institution	Page
La Trobe University	2	RMIT	2	Deakin University	3
Swinburne University	3	Monash University	4		

Key Websites

- Public Relations Institute of Australia (PRIA) - <https://www.pria.com.au/>
- Good Careers Guide: Public Relations Officer, <https://bit.ly/2LOTu8L>
- The Footnotes: Marketing, PR & Events, <https://bit.ly/2jW3AvD>

PUBLIC RELATIONS

La Trobe University

Bachelor of Media and Communication (Public Relations): Melbourne Bundoora.

Selection criteria: Indicative ATAR - 55.10 + a minimum study score of 30 for English (EAL) or 25 for any other English, <https://bit.ly/2r66lgY>

The degree is accredited by PRIA. Can undertake a minor in Social Media.

“Communicating in a fast-changing world for businesses, government and not-for-profit requires highly skilled specialists.

The Bachelor of Media and Communication (Public Relations) aims to equip people for the highest levels in this growth industry of the 21st century. It will deliver a range of skills in issues management, campaign development, media relations, community relations and internal communication and writing and research for strategic communication.

With a purpose-built Strategic Communication Agency where students complete work for real industry clients including sport, fashion, not-for-profit and the corporate world, complementing an extensive internship program, La Trobe students graduate with a raft of experience”.

You can combine this degree with the Bachelor of Laws, <https://bit.ly/2IU8hmv>

RMIT

Bachelor of Communication (Public Relations): Melbourne.

Selection criteria: Indicative ATAR – 80.45 + a minimum study score of 32 for any English. Applicants may need to submit a personal statement and attend an interview, <https://bit.ly/2Ela1fh>

The degree is accredited by PRIA.

“Public Relations is a career for people with enquiring minds. Advising organisations on how to enhance their working relationships and reputation is at the heart of modern PR.

A PR degree at RMIT prepares you for the increasingly globalised, technology-driven world of public relations within corporate, government, not-for-profit and consultancy environment.

This program includes courses in communications and theory, principles and research, and contextual studies that promote analytical and research skills and provide a broader learning experience.

You will gain professional skills in writing techniques, media and stakeholder relations, strategy and research, with an emphasis on problem solving, creativity, project and relationship management”.

Bachelor of Communication (Professional Communication): Melbourne. Selection criteria: Indicative ATAR – 82 + a minimum study score of 30 for any English. <https://bit.ly/2ldLvrr>

Students will learn about Advertising, Public Relations, Media and Journalism and choose a specialisation to undertake. You will be required to choose a ‘contextual strand’ from one of five study areas.



PUBLIC RELATIONS

Deakin University

Bachelor of Communication (Public Relations). Indicative ATARs: Melbourne Burwood – 61.40, Geelong Waurin Ponds – 60.55, Cloud – Not Published.

Must achieve a minimum study score of 25 in English (EAL) or 20 in any other English, <https://bit.ly/2AcMeBD>

You will complete 18 core subjects and 6 electives.

The degree is accredited by PRIA.

Newsroom and Creative Media Lab, Melbourne Burwood campus, <https://bit.ly/2GzKUdQ>

Bachelor of Arts (majoring in Public Relations). Indicative ATARs: Melbourne Burwood – 60.10, Geelong Waurin Ponds – 60.80, Cloud – 69.60.

Must achieve a minimum study score of 25 in English (EAL) or 20 in any other English, <https://bit.ly/2mJuCp0>

Can choose a second major or a minor in a study area such as: Advertising, Digital Media, Journalism, Media Studies or Film, Television & Animation.

Can combine the Bachelor of Arts with one of the following degrees: Commerce (could study a major in Marketing), Law, Science, or Health Sciences or a Vertical program with the Master of Arts (International Relations) or the Master of Education (Secondary).

This degree isn't accredited with PRIA. You will need to complete a Graduate Diploma in Public Relations, <https://bit.ly/2L1mj5c>

Swinburne University of Technology

Bachelor of Media and Communication (Professional) (majoring in Public Relations): Hawthorn, <https://bit.ly/2KEH9X7>

Selection criteria: Indicative ATAR – minimum of 80, plus a minimum study score of 30 in English (EAL) or 25 in any other English.

“Study theories of influence, build your understanding of the media, and learn how to manage the public perception of an organisation.

Develop skills in event management, writing, project management and issues communication to help companies build lasting relationships with the people most important to their success”.

The degree is accredited by PRIA.

Students will complete a guaranteed year of paid industry experience.

Can undertake a second major or co-major in a study area such as: Advertising, Digital Advertising Technology, Journalism, Media Industries, Professional Writing & Editing, Social Media, Entrepreneurship & Innovation, Marketing, or Screen Production.

Bachelor of Media and Communication: Hawthorn, <https://bit.ly/2rFvjnC>

Selection criteria: Indicative ATAR – minimum of 60, plus a minimum study score of 30 in English (EAL) or 25 in any other English.

This is the same course as the Professional degree, however you will not be eligible for the guaranteed year of paid industry experience.

PUBLIC RELATIONS

Monash University

Bachelor of Media Communication (majoring in Public Relations): Caulfield,

<https://bit.ly/2wSlvt>

Selection criteria: Indicative ATAR – 80.05 + a minimum study score of 30 in English (EAL) or 25 in any other English, <https://bit.ly/2r66lgY>

“In this specialisation you’ll learn the theories of public relations and communication, understand the importance of the management of stakeholder relationships and reputation, acquire skills in public opinion analysis, learn to identify and manage organisational issues, and develop a crisis management plan.

This course also provides you with the skills required to research, plan and implement a strategic public relations campaign, from objectives, stakeholder identification and strategies and tactics, to budgeting and evaluation.

You’ll gain an understanding of how globalisation and new media impacts public relations practices, and learn about the legal and ethical frameworks for the profession”.

Will complete an internship or professional project in the final year of your degree.

Can combine the Bachelor of Media Communication with either the Bachelor of Communication Design, or the Bachelor of Business (could major in marketing).

You will contribute to the Monash student led publication – Mojo News, <http://mojonews.com.au/>

