Congratulations, and welcome to the Bachelor of Arts (Mass Communication) program, which is offered by the School of Media, Culture & Creative Arts.

About the Course

The BA (Mass Communication) program has been running at Curtin for more than fifteen years, and has achieved a great deal of recognition both in Australia and overseas. It is a program that has been designed to provide students like you with a broad understanding of applied media and the necessary skills to enable them to pursue a career in the media or the area of corporate media and communications. The course combines the specialist media practices of corporate screen production, web media, and journalism with areas such as visual communication for advertising, public relations, marketing, photography and digital design.

Graduates of the program have had a high degree of success in moving quickly into employment, due to the high demand for media practitioners with the unique combination of skills and understandings developed through the course.

The BA (Mass Communication) is a flexible program which allows a great deal of choice, and it will help you to start thinking about some of the choices you can make now, if you have not already done so. Before you can make those choices, there are a few things you need to know about the structure of the program.

For a normal full-time study program, you will take four 25 credit units each semester. When you enrol online, you will be asked to select four units for each semester for the first year. The first thing you need to know is that the four units you choose for second semester in any year can be changed, right up until the start of that semester, so don’t feel that you’re being “locked in” to something right from the start!

Course Structure

The first year enrolment pattern is more or less standard for all Mass Communication students. It has been designed to make enrolment simpler, to give you a broader base of professional skills than is normally acquired when majoring in a single area, and to keep your options open until second year.

After completing the standard first year, you will be asked to choose two streams (or specialisations), which will fill out the bulk of your upper-level (2nd and 3rd year) study. One of these streams must be a Media stream, while the second may be either another Media stream or a stream from Design or one from Business.

Media streams (offered by the School of Media, Culture & Creative Arts)

- Corporate Screen Production
- Journalism
- Web Media
Design streams (taught by the School of Design and Art)

- Visual Communication
- Digital Design
- Photography

Business streams (taught by the Curtin Business School)

- Marketing
- Public Relations

Alongside your Media and other specialisations, you will continue to study theoretical and social issues relating to mass communication professions, practice, and criticism, in the following upper-level units:

COMS2001 Asian Media in Transition
COMS2000 Consuming Culture

You will also have a small number of elective units (equal to 100 credit points), allowing you to pursue other academic interests, or to add to your mass communication training by taking more units from the media and other streams.

If you have already undertaken some tertiary education and are seeking Credit for Recognised Learning (CRL), you must make an appointment with the Course Coordinator to seek advice on your enrolment.

Course Contacts

For advice on course options, Credit for Recognised Learning, and any other matters relating to course content and structure, please contact the Mass Communication Course Coordinator:

Dr Kara-Jane Lombard
k.lombard@curtin.edu.au
08 9266 2679
Bd: 209 Rm: 339

I would encourage you to contact me any time you have a question about the course or are unsure about which units to take.

For assistance with online enrolment, access to Oasis, applications for entry or deferred enrolment, and other administrative services, please contact Student Services:

Student Services
humanities@curtin.edu.au
08 9266 3400

For assistance with all other matters, including unit coordinator information, please contact the Media, Culture & Creative Arts School Office:

School of Media, Culture & Creative Arts Office
HUM-MCCASStudentServices@curtin.edu.au
08 9266 7140
Standard First Year Enrolment

Your first year of study includes 4 Core units, plus 4 Option units, which allow you to sample the Streams available in Mass Communication.

If you are studying full-time, you should plan your enrolment as follows:

**Semester 1**
- COMS1003 Culture to Cultures
- COMS1001 Engaging Media
- Choose TWO First Year Options (see list below)

**Semester 2**
- COMS1005 Making Meanings
- NETS1001 Web Communications
- Choose TWO First Year Options (see list below)

**FIRST YEAR OPTIONS**
- JOUR1000 Journalism Introduction to Print — Pre-requisite for Journalism stream
- MKTG1000 Discovering Marketing — Pre-requisite for Marketing stream
- PUBR2002 Public Relations Foundations — Pre-requisite for Public Relations stream
- VISA1007 Creative Image Communication
- CWR1001 Writing Rhetoric & Persuasion
- SPRO1000 Introduction to Screen Practice** — Pre-requisite for Corporate Screen Production stream
- GRDE1004 Design Computing 1** — Pre-requisite for Visual Communication stream

**Students interested in Design Computing 1 and/or Introduction to Screen Practice should enrol in these units in Semester 2. Please note: the above standard enrolment pattern is fixed for full-time students and must be followed to ensure minimum timetable clashes and to allow you to progress through to second year. If you are seeking to apply for Credit for Recognised Learning or have some other reason why you believe you may need to deviate from the above pattern, you MUST CONTACT THE COURSE COORDINATOR before completing your enrolment.**

**IMPORTANT:** The First Year Options you select have implications for the streams you may take in second and third year, as some of these streams require prior completion of the relevant first year unit. If you know which streams you’re most interested in taking from second year, you should choose the appropriate First Year Options. For instance, if you wish to study Journalism and Public Relations, you should choose Introduction to Print and Public Relations Foundations, plus any two other Options.

Do not worry if you do not yet know which streams you wish to study from second year. This is your opportunity to test out the areas you think you might be interested in. If your experience in a first year unit tells you that you’re not as interested in the area as you first thought, there is scope to change your mind and to try different areas. Even when you start second year, you can use Elective credit to try out other First Year Options, before settling on your preferred streams. Remember too: you can always contact the Course Coordinator for advice.

If all this choice is too much for you, then choosing the following four First Year Options will provide you with the most flexibility in terms of choosing streams at the start your second year:

- JOUR1000 Introduction to Print
Part-time Enrolment

Please keep in mind that studying at university full-time is equivalent to working in a full-time job. You need to allow for at least 36-40 hours a week to sufficiently prepare for and attend classes, to complete assessment tasks and to undertake independent study. If you are employed for more than 20 hours a week, or you have other commitments (e.g. family, sporting, volunteering) that will reduce the amount of time available for study, you should enrol in your course on a part-time basis.

The number of units you should enrol in depends on how much time you need to devote to your other commitments. If you’re working on a full-time basis, it is recommended that you take no more than TWO units per semester:

Semester 1
- COMS1003 Culture to Cultures
- COMS1001 Engaging Media

Semester 2
- NETS1001 Web Communications
- 1 x First Year Option

If you would like to take three units per semester, then you should add one First Year Option to your first semester enrolment, and Making Meanings to your second semester enrolment.

External/Online study

The Mass Communication course as a whole is not available for study in an External or Online mode, as some of the Option and Stream units are workshop-based and must be studied on-campus.

However, a number of units can be studied Externally or Online. In first year, these include Discovering Marketing, Web Communications, Culture to Cultures, Making Meanings, and Engaging Media. It is also possible to undertake some or all of your 2nd and 3rd year study in an External mode, depending on your stream selection, as all units in the Web Media and Marketing streams can be completed online.

Note: Journalism, Corporate Screen Production, Visual Communication, Photography, Digital Design and Public Relations are all available for on-campus study only, and none of the units in those streams can be taken externally or online.

For more advice on how to minimise on-campus study while completing the Mass Communication course, please contact the Course Coordinator.

Planning Your Upper-level Enrolment

Care needs to be taken when planning your Mass Communication enrolment for each semester to ensure that you meet the requirements of the program whilst giving yourself the freedom to choose stream options and elective units that suit your interests. The course structure provides space for four elective units to be taken, which may be used to take additional units in your chosen streams, or to take a sequence of units in a third area. The
way you choose to use your elective credit will impact on the order in which you take your units.

Most streams require you to take the core units in a particular order, while for some streams required units run only in one semester. The most suitable pattern of enrolment thus varies depending on which streams you’ve chosen to study. Generally, however, you should structure your enrolment according to the table below, using the details on Stream structures (see pp. 6-15) and suggested 4-unit upper-level sequences in compatible areas (see pp.16-17) to guide your enrolment.

<table>
<thead>
<tr>
<th>Sem 1</th>
<th>2nd year (200 credits)</th>
<th>3rd year (200 credits)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>COMS2001 Asian Media in Transition <em>first semester only</em></td>
<td>Media Stream unit</td>
</tr>
<tr>
<td></td>
<td>Media Stream unit</td>
<td>Second Stream unit</td>
</tr>
<tr>
<td></td>
<td>Second Stream unit</td>
<td>Media Stream unit OR Second Stream unit</td>
</tr>
<tr>
<td></td>
<td>Mass Communication Elective *</td>
<td>Mass Communication Elective</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Sem 2</th>
<th>2nd year (200 credits)</th>
<th>3rd year (200 credits)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>COMS2000 Consuming Culture <em>second semester only</em></td>
<td>Media Stream unit</td>
</tr>
<tr>
<td></td>
<td>Media Stream unit</td>
<td>Second Stream unit</td>
</tr>
<tr>
<td></td>
<td>Second Stream unit</td>
<td>Media Stream unit OR Second Stream unit</td>
</tr>
<tr>
<td></td>
<td>Mass Communication Elective *</td>
<td>Mass Communication Elective</td>
</tr>
</tbody>
</table>

* You may choose to defer one (or both) of your 2nd year electives until third year, by taking a stream unit in its place, if the structure or progression in your chosen stream(s) allows you to do so.

If you are unsure about which units you should enrol in for any given semester or you wish to know more about your options, seek enrolment advice from the Course Coordinator.
Streams: Units and Structure

The following pages contain details of the Streams that may be selected as part of your Mass Communication study. Most Streams include a mix of Core units, which all students enrolled in the Stream must complete, and Option units, which allow students in the Stream to choose from a list of options. In all cases completion of the Stream will open up opportunities for further study in the area (see Course Coordinator for further information).

In selecting your two streams and planning your enrolment, there are a few points to note:

- **Students must choose at least one Media stream**: Journalism, Corporate Screen Production or Web Media. You may choose to take both streams from these three choices, or you may select your second stream from Business or Design.

- All streams require you to complete specific first or second year units (‘pre-requisites’) before enrolling in more advanced units.

- Each stream begins with either a pre-requisite or recommended First Year Option. Pre-requisite First Year Options (shown in bold) must be completed in order to advance further in the stream. Recommended First Year Options will provide you with skills and knowledge that are applicable to the stream, but you do not have to complete the unit to enrol in the stream. The First Year Option corresponding to each stream is as follows:

  - Journalism — Introduction to Print (Pre-requisite)
  - Corporate Screen Production — Introduction to Screen Practice (Pre-requisite)
  - Web Media — Web Communications (Pre-requisite)
  - Visual Communication — Design Computing 1 (Pre-requisite)
  - Marketing — Discovering Marketing (Pre-requisite)
  - Public Relations — Public Relations Foundations (Pre-requisite)
  - Digital Design — Design Computing 1 (Recommended)
  - Photography — Design Computing 1 (Recommended)

- Pre-requisites for advanced stream units are listed directly beneath the relevant advanced unit.

- Core units are listed in the order they should be completed to ensure that all pre-requisites are met. This information is listed after each core unit in brackets. Option units may have pre-requisites, but may otherwise be taken at any time across second and third year.

- Units are available both semesters unless otherwise indicated. The majority of the units in the Web Media, Visual Communication, Digital Design and Photography streams are offered only in one semester, which will impact on your study pattern.

- Please consult the standard enrolment pattern (above, p.5) for guidance on which units to enrol in at each stage in your study. For further advice, contact the Course Coordinator.
Unit Codes and Name Changes from 2014

Please note that since 2014, all unit codes and some unit names have changed at Curtin.

The BA (Mass Communication) units affected by name changes include:

- Advertising and Music Video Production (previously Ads and Music Videos 233)
- Advertising Design 2 (previously Brand Communication 272)
- Consuming Culture (previously Consumers, Audiences, Publics and Users)
- Creative Design Studio (previously Design Studio 271)
- Design Computing 1 (previously Design Practice 172)
- Discovering Marketing (previously Marketing 100)
- Contemporary Practice (previously Corporate Public Relations)
- Graphic Design 3 (previously Graphic Design 371)
- Graphic Design 4 (previously Graphic Design 372)
- Introduction to Screen Cultures (previously Screen Arts 111)
- Multiplatform and Transmedia Creation (previously Multi-Platform Content Creation)
- Photography Contexts and Practice (previously Design Photography 271)
- Photography Professional Practices 1 (previously Design Photography 371)
- Photography Professional Practices 2 (previously Design Photography 372)
- Photography Studio Processes (previously Design Photography 272)
- Photography Studio Processes (previously Design Photography 272)
- Public Relations Foundations (previously PR Principles 201)
- Public Relations Planning and Evaluation (previously Public Relations Consultancy)
- Services Marketing (previously Marketing of Services)
- Transmedia Storytelling (Media Relations)
- TV Studio Workshop (previously Screen Practice Studio 221)
MEDIA STREAMS (MCCA)

(STRU-CSCRP) CORPORATE SCREEN PRODUCTION

This stream teaches the skills and concepts of corporate video production. When taken in combination with the other elements of the BA (Mass Communication) this stream provides students with the ability to use the technologies of video production to understand the planning and implementation of corporate production projects, such as in-house training documentaries, public information and promotional videos, and electronic press kits.

PRE-REQUISITE FIRST YEAR OPTION:

SPRO1000 - Introduction to Screen Practice

CORE UNITS:

SPRO3006 - Transmedia Content Creation (Year 2, Sem 1)

SPRO2000 - TV Studio Workshop (Year 2, Sem 2)
  (Pre-req: Introduction to Screen Practice OR Screen Practice 111)

SCWR2001 - Corporate Documentary Screenwriting (Year 3, Sem 1 only)
  (Pre-req: Introduction to Screen Practice OR Screen Practice 111)

SPRO3004 - Corporate Documentary Production (Year 3, Sem 2 only)
  (Pre-req: Documentary Production 324 OR Screen Practice - Studio 221 OR Documentary Production Workshop OR TV Studio Workshop AND Corp. Doc. Screenwriting 243 OR Corp. Doc. Screenwriting)

SELECT 1 SCREEN OPTION:

SPRO3001 - Advertising & Music Video Production (Sem 1 only)
  (Pre-req: Introduction to Screen Practice OR Screen Practice 111)

SPRO3003 - Broadcast Production (Sem 2 only)
  (Pre-req: Introduction to Screen Practice OR Screen Practice 111 OR TV Studio Workshop OR Screen Practice - Studio 221)

SCST1000 - Introduction to Screen Cultures

SPRO3009 Sports Media Production (Sem 1 only)
  (Pre-req: TV Studio Workshop)
This stream provides a pathway into employment in the rapidly expanding field of web-based media and communications, from web production to online community management. The stream emphasises social media and networking, and all units involve practical components as well as the core concepts to put you at the forefront of web media. Combined with marketing or public relations, you will learn the key skills to work in online marketing and corporate communications; combined with digital design, or screen production you will become a multi-skilled web content producer; combined with journalism, you will be a cross-platform writer and reporter.

**PRE-REQUISITE FIRST YEAR UNIT:**

**NETS1000 - Web Communications**

**CORE UNITS:**

NETS1000 - Internet and Everyday Life  (Year 2, Sem 2 only)

NETS2001 - Web Publishing   (Year 2, Sem 2 only)
  {Pre-req: Web Communications OR Web Communications 101}

NETS2000 - Web Media   (Year 3, Sem 1 only)
  {Pre-req: Web Communications OR Web Communications 101}

**SELECT 2 WEB OPTIONS:**

NETS2002 - Internet Communities and Social Networks   (Sem 1 only)
  {Pre-req: Internet and Everyday Life Internet and Everyday Life 102}

NETS2003 - Internet Commerce and Consumers   (Sem 2 only)

NETS3010 - Web Play, Online Games and Gamification   (Sem 1 only)
(STRU-Journ) Journalism

This stream covers journalism theory and practice through print, broadcast and online media, including learning the legal and ethical conditions under which journalism is practised. When taken in combination with the other elements of the Bachelor of Arts (Mass Communication) this stream provides students with the ability to communicate effectively, produce news and current affairs material for print and electronic media, and understand how contemporary news media operate. Journalism may usefully be combined with the streams in Corporate Screen Production, Public Relations, Web Media or Photography.

Pre-requisite First Year Option:

Jour1000 - Introduction to Print

Core Units:

Jour1001 - Introduction to Broadcast (Year 2)

Jour2005 - Journalism Media Law (Year 2)
   {Pre-req: Introduction to Print OR Journalism 111 AND Introduction to Broadcast OR Journalism 112}

Jour2001 - Media Ethics (Year 2)
   {Pre-req: Introduction to Print OR Journalism 111 AND Introduction to Broadcast OR Journalism 112}

Select 2 Journalism Options:

Jour2003 - News Writing and Reporting
   {Pre-req: Introduction to Print OR Journalism 111}

Jour2000 - Radio News
   {Pre-req: Introduction to Broadcast OR Journalism 112}

Jour2002 - Television News
   {Pre-req: Introduction to Print OR Journalism 111 AND Introduction to Broadcast OR Journalism 112}

Jour3003 - Online Journalism
   {Pre-req: Introduction to Print OR Journalism 111}
DESIGN STREAMS (SODA)

(STRU-VSCOM) VISUAL COMMUNICATION DESIGN

Visual Communication develops an understanding of the principles and practice of communication design in the fields of Creative Advertising and Graphic Design. The stream provides students with an understanding of the creative processes and skills to produce relevant visual design solutions. Visual Communication must be combined with a Media Stream (Corporate Screen Production, Web Media or Journalism).

PRE-REQUISITE FIRST YEAR OPTION:

GRDE1004 - Design Computing 1

CORE UNITS:

GRDE2026 - Creative Design Studio  (Year 2, Sem 1 only)  
(Pre-req: Design Computing OR Design Practice 172 AND Typography)

GRDE3012 - Design for the Future*  (Year 3)  
(Pre-req: Visual Communication)

SELECT 3 VISUAL COMMUNICATION OPTIONS:

GRDE2009 - Advertising Design 2  (Year 2, Sem 2 only)  
(Pre-req: Advertising Design 1)

GRDE2008 - Visual Process  (Year 2, Sem 2 only)  
(Pre-req: Design Computing OR Design Practice 172)

GRDE3011 - Advertising Design 3  (Year 3, Sem 1 only)  
(Pre-req: Advertising Design 2 OR Brand Communication 272)

GRDE3001 - Graphic Design 3  (Year 3, Sem 1 only)  
(Pre-req: Graphic Design 1 OR Brand Identity 271 AND Design Computing 1 OR Design Practice 172)

GRDE3002 Creative Advertising Studio  (Year 3, Sem 1 only)

GRDE3010 - Graphic Design 4  (Year 3, Sem 2 only)  
(Pre-req: Graphic Design 1 OR Brand Identity 271 AND Design Computing 1 OR Design Practice 172)

GRDE1005 - Typography  
(Pre-req: Design Computing OR Design Practice 172)

Note: Students interested primarily in Graphic Design should choose Visual Process, Graphic Design 3 and Graphic Design 4. Students wishing to focus on Creative Advertising should choose Advertising Design 2, Advertising Design 3 and any other unit. Alternatively, students may combine both areas by taking Advertising Design 2 and Visual Process along with any other Option unit. All students should leave Design for the Future until their final year of study.

* Mass Communication students wishing to do Design for the Future may have trouble enrolling in the unit online, as Mass Comm students have different pre-requisites for this unit than students enrolled in other degrees. Please contact the Course Coordinator if you are unable to enrol in this unit online.
(STRU-DGDES) DIGITAL DESIGN

The Digital Design stream draws from areas such as Internet/web page design, motion graphics, animation, 3D modelling and rendering, game design and experience design. The stream develops the essential conceptual, creative and practical skills and knowledge to produce websites, mobile applications, animating logos and characters, TV title sequences, game art and so on. Digital Design must be combined with one of the Media streams (Journalism, Web Media or Corporate Screen Production).

RECOMMENDED FIRST YEAR OPTION:

GRDE1004 - Design Computing 1

CORE UNITS:

GRDE2010 - Motion Graphics Design Introduction (Year 2, Sem 1)
GRDE2011 - Internet Design Introduction (Year 2, Sem 1)

SELECT 3 DIGITAL DESIGN OPTIONS:

GRDE2012 - Universal Design Principles (Year 2, Sem 2)  
{Pre-req: Digital Design Studio OR Motion Graphics Design Introduction}
GRDE2013 - Internet Interactivity Design (Year 2, Sem 2)  
{Pre-req: Internet Design Introduction}
GRDE3014 - Internet Dynamic Environment Design (Sem 1 only)  
{Pre-req: Internet Design Introduction AND Internet Interactivity Design}
GRDE3015 - Advanced Animation (Sem 1 only)  
{Pre-req: Universal Design Principles}
GRDE3016 - Internet Delivery Design (Sem 2 only)  
{Pre-req: 312233 Internet Dynamic Environment Design AND Internet Design Introduction AND Internet Interactivity Design}
GRDE3017 - Digital Portfolio Development (Sem 2 only)  
{Pre-req: Internet Dynamic Environment Design AND Advanced Animation}
GRDE2015 - Game Design Introduction (Year 2, Sem 2)

SPRO2002 Developing Interactive Screen Projects (Sem 2 only)

Note: Students wishing to focus on Internet Design should choose Internet Interactivity, Internet Dynamic Environment and Internet Delivery. Students wishing to focus on Animation should choose Universal Design Principles, Advanced Animation and Digital Portfolio Development. Alternatively, students may choose to study both Internet Interactivity and Universal Design Principles and combine them with Game Design Introduction.
**PHOTOGRAPHY**

Photography develops an understanding of concepts and skills in still photography. The stream provides students with a practical appreciation of visual language and composition, and an ability to utilise photography as an integral part of corporate communications. Photography must be combined with one of the Media streams (Journalism, Web Media or Corporate Screen Production).

**RECOMMENDED FIRST YEAR OPTION:**

GRDE1004 - Design Computing 1

**CORE UNITS:**

GRDE2027 - Photography Contexts and Practice  (Year 2, **Sem 1**)

GRDE2025 - Photography Studio Processes  (Year 2, **Sem 2**)
   \{Pre-req: Photography Contexts and Practice OR Design Photography 271\}

VISA3018 - Photography Professional Practices 1  (Year 3, **Sem 1** only)
   \{Pre-req: Photography Studio Processes OR Design Photography 272\}

GRDE3012 - Design for the Future*  (Year 3, **Sem 2**)
   \{Pre-req: Visual Communication\}

**SELECT 1 PHOTOGRAPHY OPTION:**

VISA3019 - Photography Professional Practices 2  (Sem 2 only)
   \{Pre-req: Photography Studio Processes OR Design Photography 272 AND Photography Professional Practices 1 OR Design Photography 371\}

GRDE2016 – Image Design Culture  (Sem 1 only)
   \{Pre-req: Design Computing OR Design Practice 172\}

* Mass Communication students wishing to do Design for the Future may have trouble enrolling in the unit, as Mass Comm students have different pre-requisites for this unit than students enrolled in other degrees. Please contact the Course Coordinator if you are unable to enrol in this unit.
BUSINESS STREAMS (CBS)

(STRU-MRKTG) MARKETING

The Marketing stream introduces the key skills and knowledge needed for successful marketing. It provides students with an understanding of marketing principles, consumer behaviour and a range of specialisations in marketing including international and Internet marketing. Marketing must be combined with one of the Media streams (Journalism, Web Media or Corporate Screen Production).

PRE-REQUISITE FIRST YEAR OPTION:

MKTG1000 – Discovering Marketing

CORE UNITS:

MKTG2004 - Consumer Behaviour (Year 2, sem 1)
   (Pre-req: Discovering Marketing OR Marketing 100)

MKTG2000 - Integrated Marketing Communications (Year 2, sem 2)
   (Pre-req: Discover Marketing OR Marketing 100)

SELECT 3 MARKETING OPTIONS:

MKTG2005 - Marketing Research
   (Pre-req: Consumer Behaviour)

MKTG2003 - Tourism Marketing
   (Pre-req: Discovering Marketing OR Marketing 100)

MKTG2002 - International Marketing
   (Pre-req: Discovering Marketing OR Marketing 100)

MKGT3003 - Internet Marketing
   (Pre-req: Discovering Marketing OR Marketing 100)

MKGT3007 - Retail Marketing & Distribution
   (Pre-req: Discovering Marketing OR Marketing 100)

MKGT3006 - Services Marketing
   (Pre-req: Consumer Behaviour)

MKGT3004 - Strategic Marketing
   (Pre-req: Marketing Research)

MKGT3001 - Professional Practice in Marketing (Trimester 2A only)
   (Pre-req: 9807 Marketing Research 200)
(STRU-PUBRL) PUBLIC RELATIONS

Public Relations develops an understanding of the fundamentals of professional public relations practice. This stream provides students with skills and knowledge in the principles, techniques and specific issues of contemporary public relations. The Public Relations stream must be combined with one of the Media streams (Journalism, Web Media or Corporate Screen Production).

PRE-REQUISITE FIRST YEAR OPTION:

PUBR2002 - Public Relations Foundations

CORE UNITS:

PUBR2001 - Public Relations Techniques (Year 2, Sem 1)  
{Pre-req: Public Relations Principles OR Public Relations Foundations}

PUBR2000 – Transmedia Storytelling (Year 2, Sem 2)  
{Pre-req: 10854 Public Relations Techniques}

PUBR3001 - Public Relations Planning & Evaluation (Year 3, Sem 1)  
{Pre-req: Media Relations OR Transmedia Storytelling}

SELECT 1 PUBLIC RELATIONS OPTION:

PUBR3002 - Public Relations Internship (Year 3, Sem 2)  
{Pre-req: 3992 Public Relations Consultancy OR Corporate Public Relations OR Public Relations Planning & Evaluation OR Contemporary Practice}

PUBR3003 - Cross-Cultural Communication  
{Pre-req: 10854 Public Relations Techniques}

PUBR3000 – Contemporary Practice  
{Pre-req: Media Relations OR Transmedia Storytelling}
### Suggested uses of Elective credit on areas within Mass Communication:

<table>
<thead>
<tr>
<th>Web Media</th>
<th>Web Media</th>
<th>Internet and Everyday Life</th>
<th>Internet Commerce and Consumers</th>
<th>Web Publishing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Journalism</td>
<td>Introduction to Broadcast</td>
<td>Media Law</td>
<td>Writing, Editing and Publishing</td>
<td>Radio News OR New Writing and Reporting OR Television News OR Online Journalism</td>
</tr>
<tr>
<td>Corporate Screen Production</td>
<td>Transmedia Content Creation</td>
<td>TV Studio Workshop</td>
<td>Corporate Documentary Screenwriting</td>
<td>Corporate Documentary Production</td>
</tr>
<tr>
<td>Marketing</td>
<td>Consumer Behaviour</td>
<td>Integrated Marketing Communication s</td>
<td>Marketing Research</td>
<td>International OR Internet OR Strategic</td>
</tr>
<tr>
<td>Public Relations</td>
<td>Public Relations Techniques</td>
<td>Transmedia Storytelling</td>
<td>Public Relations Planning &amp; Evaluation</td>
<td>Contemporary Practice</td>
</tr>
<tr>
<td>Digital Design</td>
<td>Motion Graphics Design Intro</td>
<td>Universal Design Principles</td>
<td>Internet Design Introduction</td>
<td>Internet Interactivity Design</td>
</tr>
<tr>
<td>Visual Communication</td>
<td>Design Studio</td>
<td>Visual Process</td>
<td>Graphic Design 3</td>
<td>Advertising Design 2</td>
</tr>
</tbody>
</table>

Note: these suggested sequences presume prior completion of the relevant pre-requisite First Year Options (see p. 3 and p. 6). If the pre-requisite unit has not been completed, it should be taken in Sem 1 of 2nd year before commencing the sequence detailed here. In most case, other options are available, depending on your interests. For more information, consult the Stream structures above (pp. 6-15) or contact the Course Coordinator.
### Suggested uses of Elective credit on areas outside Mass Communication:

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Literary &amp; Cultural Studies</td>
<td>Reading Cultural Representations OR Fantasy and Cultural Representation</td>
<td>Narrative and Culture</td>
<td>Popular Music and Identity OR Popular Fiction and the Social OR Moving Words</td>
<td>Any 3rd year unit</td>
</tr>
<tr>
<td>Creative Writing</td>
<td>Introduction to Writing</td>
<td>Creative Writing</td>
<td>Writing Poetry OR Writing Short Fiction</td>
<td>Experimental Writing OR Writing for Performance</td>
</tr>
<tr>
<td>Professional Writing</td>
<td>Introduction to Writing</td>
<td>Writing, Rhetoric and Persuasion</td>
<td>Writing the Zeitgeist</td>
<td>Writing Magazine Features OR Writing, Editing &amp; Publishing</td>
</tr>
<tr>
<td>Performance Studies</td>
<td>Acting Fundamentals</td>
<td>Devising Fundamentals</td>
<td>Acting OR Voice for the Actor OR Technical Theatre Fundamentals</td>
<td>Performing Genres OR The Performer’s Body OR Technical Theatre Fundamentals</td>
</tr>
</tbody>
</table>

**Note:** the above sequences are recommended on the basis of their academic compatibility with the fields of Mass Communication. It is not possible to guarantee, however, that the scheduling of classes in these units will not conflict with classes in Mass Communication core and option units. Students should check their timetabling and enrolment options in the week prior to the start of each semester.