

Bachelor of Communication (Public Relations) / Bachelor of Business Studies

includes:

Bachelor of Communication (Public Relations) / Bachelor of Business Studies

The course includes the following awards:

Bachelor of Business Studies *BBusStud*

Bachelor of Communication (Public Relations) *BComm(PubRel)*

Course Study Modes and Locations

Bachelor of Communication (Public Relations) / Bachelor of Business Studies (1421OS)

On Campus - Bathurst

Availability is subject to change, please verify prior to enrolment.

Normal course duration

Bachelor of Communication (Public Relations) / Bachelor of Business Studies

Full-time 4.0 years (8.0 sessions)

Normal course duration is the effective period of time taken to complete a course when studied Full-time (Full-time Equivalent: FTE). Students are advised to consult the Enrolment Pattern for the actual length of study. Not all courses are offered in Full-time mode.

Admission criteria

[CSU Admission Policy](#)

Standard UAC and CSU criteria apply.

Credit

[CSU Credit Policy](#)

No special arrangements apply.

Graduation requirements

To graduate students must satisfactorily complete 256 points.

Course Structure

The course consists of 14 core Communication subjects (equivalent) (128 points), one Indigenous subject (8 points) and 15 Business Studies subjects (120 points):

Core Subjects

Communications

[COM111](#) Professional Writing

[COM114](#) Presentation for Communicators

[COM124](#) Communication in Context

[CCI100](#) Intro to Media Production

[COM222](#) Public Relations Tactics

[COM223](#) Communication Management

[COM224](#) Communication Research Strategies

[COM321](#) Communication Fieldwork

[COM322](#) Going Global: Regional & Global Public Relations

[COM116](#) What Is Public Relations

[COM232](#) Public Relations Strategy

[COM236](#) Making It Happen: Event Management

[COM313](#) SOS: Issues and Crisis Communication

[CCI300](#) Professional Practice in Communication & Creative Industries (24 pts)

Indigenous subject:

[IKC101](#) Indigenous Cultures, Histories and Contemporary Realities

Business Studies Restricted Electives

Students must complete 15 standard eight point subjects in business-based or business related discipline areas approved by the Course Director. The total number of Business subjects must include at least four subjects at level two (or its equivalent) and four subjects at level three (or its equivalent). Level 3 subjects must be taken in the final year of study.

Core Business subjects:

[MGT100](#) Organisations and Management

[MKT110](#) Marketing & Society

[MGT210](#) Organisational Behaviour
[MKT220](#) Buyer Behaviour
[MGT230](#) Ethics, Sustainability & Culture
[MGT330](#) Business Strategy

Students must choose 9 subjects from the list below:

[ACC100](#) Accounting 1: Information for Business
[ACC110](#) Accounting 2: Management Decisions
ECO110 Microeconomics
[ECO130](#) Macroeconomics
[LAW110](#) Business Law
[MGT100](#) Organisations and management
[MKT110](#) Marketing Principles
[QBM117](#) Business Statistics
[ECO320](#) International Economics
[FIN211](#) Financial Management
[HRM210](#) Human Resource Management
[INR210](#) Industrial Relations in Australia
[LAW220](#) Business Organisation Law
[MGT210](#) Organisational Behaviour
[MGT310](#) Service Operations Management
[MGT320](#) Managing Change
[MGT330](#) Business Strategy
[MGT340](#) International Business Management
[INR310](#) Comparative Industrial Relations
[LAW335](#) International Business Law
[MGT250](#) Asia Pacific Business
[FIN340](#) International Finance
[MKT220](#) Buyer Behaviour
[MKT260](#) International Marketing
[MGT290](#) Project Management
[MKT230](#) Business and Professional Ethics
[MKT310](#) Promotions Management
[MKT350](#) Product Innovation Management
[MKT235](#) Internet Marketing
[MKT335](#) Marketing of Services
[MKT340](#) Strategic Marketing Management
QBM217 Advanced Business Statistics
[MKT240](#) Market Analysis
[MKT336](#) Business to Business Marketing
[MGT230](#) Business and Professional Ethics

Enrolment Pattern

Full-time

Session 1

[COM114](#) Presentation for Communicators

[COM111](#) Professional Writing

[MGT100](#) Organisations and Management

[MKT110](#) Marketing and Society

Session 2

[COM124](#) Communication in Context

IKC 100 Indigenous Cultures Histories and Realities

[MGT210](#) Organisational Behaviour

[MKT220](#) Buyer Behaviour

Session 3

[COM116](#) What is Public Relations

[CCI100](#) Intro to Media Production

Business Studies Elective

Business Studies Elective

Session 4

[COM232](#) Public Relations Strategy

[COM222](#) Public Relations Tactics

Business Studies Elective

Business Studies Elective

Session 5

[COM223](#) Communication Management

[MGT230](#) Ethics Sustainability & Culture

Business Studies Elective

Business Studies Elective

Session 6

[COM236](#) Making it Happen: Event Management

[COM224](#) Communication Research Strategies

Business Studies Elective

Business Studies Elective

Session 7

[COM313](#)SOS: Issues and Crisis Communication (16 Points)

[COM322](#)Going Glocal: Regional & Global Public Relations

[COM321](#)Communication Fieldwork

Business Studies Elective

Session 8

[CCI300](#)Professional Practice in Communication & Creative Industries (24 pts)

[MGT330](#)Business Strategy

Workplace learning

Please note that the following subjects may contain a Workplace Learning component.

COM223 Communication Management

COM321 Communication Fieldwork

Accreditation

The Bachelor of Communication (Public Relations) / Bachelor of Business Studies is accredited by the Public Relations Institute of Australia.

Contact

For further information about Charles Sturt University, or this course offering, please contact info.csu on 1800 334 733 (free call within Australia) or email inquiry@csu.edu.au

The information contained in the 2016 CSU Handbook was accurate at the date of publication: October 2015. The University reserves the right to vary the information at any time without notice.

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