

# 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 to 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 and 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 and 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 and Society

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

**Students must choose 9 subjects from the list below:**

[ACC100](#) Accounting 1: Information for Business  
[ACC110](#) Accounting 2: Management Decisions  
[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  
[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 and 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 Global: Regional and Global Public Relations  
[COM321](#) Communication Fieldwork  
Business Studies Elective

### **Session 8**

[CCI300](#) Professional Practice in Communication and 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**

#### **Current Students**

For any enquiries about subject selection or course structure you will need to contact your Course Director. You can find the name and contact details for your Course Director in your offer letter or contact your School office.

#### **Prospective Students**

For further information about Charles Sturt University, or this course offering, please contact info.csu on 1800 334 733 (free call within Australia) or [enquire online](#).

*The information contained in the 2017 CSU Handbook was accurate at the date of publication: May 2017. The University reserves the right to vary the information at any time without notice.*

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