

PUBLIC RELATIONS, MINOR

Western Sydney University Minor Code: 0160

Previous Code: SM1122.1

Available to students in other Western Sydney University

Programs: Yes. Check that your program has the available credit points required to complete the subjects in this field of study. Any requisite requirements must also be met. Consult your Program Advisor for further advice.

The Public Relations minor covers the skills and knowledge required in the profession of public relations, including event management, issues and crisis management and campaign development. The minor focuses on the role of the public relations practitioner or adviser and provides a theoretical framework of the industry. Students engage with both theory and practical projects.

Location

Campus	Mode	Advice
Parramatta Campus - Victoria Road	Internal	EnquiriesHCA@westernsydney.edu.au
Penrith Campus	Internal	EnquiriesHCA@westernsydney.edu.au

Minor Structure

Creative Industries students must first complete MKTG 1009 Public Relations Theory and Practice as their Introductory Major subject in order to undertake this minor.

Students must complete 40 credit points, consisting of 20 credit points at level 2 and 20 credit points at level 3 from the following subjects.

Note: Please plan enrolment in minor subjects carefully - subjects at Level 2 and Level 3 may have pre-requisites. Students should consult their Academic Program Advisors if they require further information.

Level 2

Subject	Title	Credit Points
COMM 2001	Account and Client Management	10
COMM 2011	Communication Strategies	10
COMM 2015	Events Management	10
MKTG 2005	Issues, Risk and Crisis Communication	10

Level 3

Subject	Title	Credit Points
MKTG 3018	Public Relations: Campaigns	10
COMM 3014	Digital Communication	20

Equivalent Subjects

The subjects listed below count towards completion of this minor for students who passed these subjects in 2019 or earlier.

COMM 3007 Communication Campaigns, replaced by COMM 3045 Advertising: Campaigns

Related Programs

Bachelor of Communication (1696) (<https://hbook.westernsydney.edu.au/archives/2021-2022/programs/bachelor-communication/>)

Bachelor of Communication (Dean's Scholars) (1736) (<https://hbook.westernsydney.edu.au/archives/2021-2022/programs/bachelor-communication-deans-scholars/>)

Bachelor of Creative Industries (1838) (<https://hbook.westernsydney.edu.au/archives/2021-2022/programs/bachelor-creative-industries/>)

Diploma in Communication/Bachelor of Creative Industries (6009) (<https://hbook.westernsydney.edu.au/archives/2021-2022/programs/diploma-communication-bachelor-creative-industries/>)

Diploma in Communication/Bachelor of Communication (6007) (<https://hbook.westernsydney.edu.au/archives/2021-2022/programs/diploma-communication-bachelor-communication/>)