

## 2012 COURSE STRUCTURE

## Graduate Program in Communication (Public Relations)

Graduate Certificate in Communication (Public Relations)  
Course Code: ATCA

Graduate Diploma in Communication (Public Relations)  
Course Code: AGCA

<b>Graduate Certificate</b>	Requires completion of 3 core units of study plus 1 elective chosen from 2 units. Successful completion of Graduate Certificate enables progression to Graduate Diploma.
<b>Graduate Diploma</b>	Requires completion of 8 units of study – 6 core units and 2 elective units. Successful completion of 8 units of study with Distinction or above in at least 4 units of the Graduate Diploma enables transfer with full credit to the Master of Communication.
<b>Master of Communication</b> - see course AMCO	OPTION A: Completion of Graduate Diploma PLUS a Minor Thesis OR OPTION B: An additional 4 coursework units.
<b>Campus</b>	City Flinders (301 Flinders Lane, Melbourne) - some units may be offered on other campuses
<b>School</b>	Communication and the Arts
<b>Course Coordinator</b>	Maree Keating, Ph: 9919 2280 Email: <a href="mailto:maree.keating@vu.edu.au">maree.keating@vu.edu.au</a> Location: St Albans Campus, Bldg 7, Room 7.308
<b>Study Mode</b>	Graduate Certificate - part-time only Graduate Diploma - full-time and part-time study available
<b>Duration</b>	Graduate Certificate – 2 semesters (part-time only) Graduate Diploma – 2 semesters (1 year full-time) If students elect to transfer to Master of Communication (AMCO) at the completion of Graduate Diploma – Total of 3 Semesters (18 months full-time) – includes 12 completed months study for Graduate Diploma.
<b>Fee Type</b>	Full Fee only - Fee information available from <a href="http://www.vu.edu.au/courses/fees-and-scholarships">http://www.vu.edu.au/courses/fees-and-scholarships</a>
<b>Application Method</b>	Direct Application to Victoria University go to <a href="http://www.vu.edu.au/courses/applying/how-to-apply">http://www.vu.edu.au/courses/applying/how-to-apply</a>
<b>Timetable</b>	Faculty (Arts Education & Human Development): <a href="http://www.vu.edu.au/Faculties/aehd/Timetables/">www.vu.edu.au/Faculties/aehd/Timetables/</a> Faculty (Business and Law): <a href="http://www.businessandlaw.vu.edu.au/current_students/timetables.asp">www.businessandlaw.vu.edu.au/current_students/timetables.asp</a>
<b>Further Information</b>	Unit (subject) and course information is available from the University course search site at <a href="http://www.vu.edu.au/courses/search">http://www.vu.edu.au/courses/search</a>

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The following course structure is designed to help students track their progress through the course. Use the 'Record of Completion' column to record the year and semester a unit is satisfactorily completed.

Unit Code	Unit Title	Core/Elective	Semester	Campus	Pre-requisites	Credit Points
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## Graduate Certificate in Communication (Public Relations) – Course Code ATCA – part-time only

ACG5097	Professional Public Relations for the 21 <sup>st</sup> Century	C	1	City	Nil	12
ACG5099	Public Relations Writing	C	1	City	Nil	12
PLUS one of the following:						
ACG5098	Managing Public Relations Campaigns	C	2	City	Nil	12
ACG5100	Ethics and Regulations in Communications Practice	E	2	City	Nil	12
ACG5200	Approaches to Research					
					<b>TOTAL</b>	<b>48</b>

Unit Code	Unit Title	Core/Elective	Semester	Campus	Pre-requisites	Credit Points
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## Graduate Diploma in Communication (Public Relations) – Course Code AGCA full-time and part-time only

ACG5212	Organisational Communication <i>(replaces ACG5025 Managing Organisational Communication)</i>	C	1	City	Nil	12
ACG5097	Professional Public Relations for the 21 <sup>st</sup> Century	C	1	City	Nil	12
ACG5099	Public Relations Writing	C	1	City	Nil	12
Elective 1		E	1		Nil	12
ACG5098	Managing Public Relations Campaigns	C	2	City	Nil	12
ACG5100	Ethics and Regulations in Communications Practice	C	2	City	Nil	12
ACG5200	Approaches to Research	C	2	City	Nil	12
Elective 2		E	2		Nil	12
					<b>TOTAL</b>	<b>96</b>

Core/Elective C = Core (a unit that must be completed) & E = Elective (you have some choice in what you select)

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## Graduate Diploma in Communication (Public Relations)

Course Code: AGCA

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Unit Code	Unit Title	Campus	Credit Points	Semester	Pre-requisites
<b>Communication Electives</b>					
ACG5010	International Communication	City	12	1	Nil
ACG5203	Print and Web Journalism	City	12	1	Nil
ACG5205	Radio for the Digital Age	City	12	1	Nil
ACG5208	Crisis and Risk Communication	City	12	1	Nil
ACG5215	Professional Internship <i>(replaces ACG5207 Communication Internship)</i> <i>*Pre-semester planning required for this unit</i>	City	12	1 or 2 *	At least 4 units of the course completed
ACG5050	Communicating Across Cultures	City	12	2	Nil
ACG5211	Communicating for the Environment	City	12	2	Nil
ACG5213	Media and Audiences <i>(replaces ACG5202 Media and Meaning)</i>	City	12	2	Nil
ACG5204	Video and Documentary		12	NA 2012	Nil
ACG5206	Creative Writing	City	12	NA 2012	Nil
ACG5209	Public Health Communication	City	12	NA 2012	Nil
ACG5214	Media 2.0 <i>(replaces ACG5201 Cybercultures, Cyberselves)</i>	City	12	NA 2012	Nil
<b>Digital Media Electives:</b>					
ACM5000	Web Technologies	City	12	1	Nil
ACM5001	Interactive Design for a Global World	City	12	1	Nil
ACM5002	Digital Audio and Video Production	City	12	2	Nil
<b>Business Electives*</b>					
BAO5534	Business Finance	City	12	Check Faculty of Business & Law Timetable for availability	Nil
BAO6504	Accounting for Management	City	12		Nil
BHO5703	Hospitality and Tourism Marketing	City	12		Nil
BHO6505	Marketing Management	City	12		BAO5543
<b>* NOTE: Not all electives are available every year. Check with Coordinator.</b>					