

PUBLIC RELATIONS SPECIALISATION

ARE YOU INTERESTED IN A CAREER IN PUBLIC RELATIONS?

The first step is to enrol in the Bachelor of Communication. Public Relations is only offered as a specialisation in this course, however, students enrolled in other degrees may wish to enrol in units as part of their electives, providing they complete any prerequisite units.

Public Relations offers great career opportunities. VU Public Relations graduates are now working in jobs such as:

- Events Organiser
- Major Sports Communication Manager
- Public Relations Agency Consultant
- Music Industry Promoter
- Government Public Issues Manager
- Communication Officer, Non-Government Organisation
- Marketing Manager, Major Government Department
- Communications Organiser, International Aid Organisation
- Natural Resources and Environment Relations Manager
- Emergency Services Communications Officer
- Fundraiser

New students have access to well-equipped classrooms, a new learning commons, and approachable, friendly academic and professional staff who are available to help them with their studies.

LEARNING IN THE WORKPLACE AND COMMUNITY (LiWC)

Final year students have the exciting opportunity to complete a professional internship, working as an event organiser or professional communicator in a range of settings - including training and development, information and media services, public relations, journalism, community development, social work, marketing, teaching, administration, human resources management, media production, and digital media.

The professional internship enables students to explore different careers before entering the job market, and to make professional contacts with industry before graduation. Public Relations connects with many different professions, and can be combined with other careers, particularly in media and communication.

WORK OPPORTUNITIES AFTER GRADUATION

Public Relations professionals have an above average proportion of full-time jobs (82 per cent). Employment has risen very strongly in the past five years.

Employment for Public Relations professionals is expected to remain strong. VU has a strong emphasis on helping students get jobs in their professional field of expertise.

INDUSTRY ACCREDITATION

The Public Relations specialisation is fully accredited by the Public Relations Institute of Australia (PRIA). Students are eligible for full membership of the PRIA on completion of the Bachelor of Communication.

HOW CAN I STUDY PUBLIC RELATIONS?

You do not need prior knowledge to enrol in Public Relations. Public Relations can be taken as a three-year specialisation, or as elective units, in the Bachelor of Communication (Public Relations) degree.

STRUCTURE OF PUBLIC RELATIONS SPECIALISATION

UNITS

ACY1001	Principles and Practice of Public Relations
ACM1010	Introduction to Web Technologies
ACY2003	Media Management in Public Relations
ACY3001	Public Relations Campaigns and Management
ACY1002	Public Speaking and Communication
ACP1054	Introduction to Media Writing
ACY2005	Communication Research
ACP2079	Publishing Principles and Practice
ACY3006	Marketing Communication
ACP3051	Writing for Public Relations and Advertising

Detailed unit outlines can be obtained from the Victoria University online handbook: WWW.VU.EDU.AU/HANDBOOK

Units offered vary each year. List of offerings in each academic year is published on the Faculty Website: WWW.VU.EDU.AU/AEHD

FOR FURTHER INFORMATION CONTACT THE COORDINATOR:

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WWW.VU.EDU.AU/AEHD

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This publication is an information document for prospective students of Victoria University. Every reasonable effort has been made to ensure that the information in this document is accurate, however it may be subject to change. November 2011