

2019 MAJOR – Public Relations and Social Media

(Qualifying Major for Bachelor of Business Administration with the degree of Bachelor of Arts)

The major in Public Relations and Social Media prepares students for industry through its suite of public communications units (public relations, advertising and social media) that cover domestic and international contexts. Students learn the theories underpinning public relations and social media. Application to real-world scenarios and working with clients in MAS390 Public Relations and Social Media 2 is a focus of this program. These areas are complemented by the opportunity to undertake production units in areas such as screen, radio, web design, journalism and non-fiction writing. The complete package offers students practical experience in public relations underpinned by strong critical enquiry. The inclusion of production units offers students an enriched knowledge of the media. Students have the opportunity to complete an internship as part of the major.



The table below is a suggested first session for students beginning in Session 2, 2019. Please make your selection of units after reviewing the requirements of your award in the 2019 Handbook:

www.handbook.mq.edu.au/2019/DegreesDiplomas/Degree/Bachelor+of+Business+Administration+with+the+degree+of+Bachelor+of+Arts

Suggested First Session	
Session 2, 2019	
Unit Code	Unit Name
ACCG100	Accounting in Society
BBA102	Principles of Management
ECON111	Microeconomic Principles
HRM107	Introduction to Human Resources

- You must also meet the general requirements for the degree for which you will qualify.
- It may be possible to satisfy the requirements of your degree by taking a different selection of units in your first session from those suggested above.
- Consider what units you will want to study in second and third year. Prerequisite requirements for those units must be completed prior to enrolment in the higher-level unit.
- You can study additional PACE units as electives in second and/or third year. Go to www.pace.mq.edu.au to find out more about internships and other local and international opportunities.
- You can receive specific program advice from the faculty at any stage in your degree by lodging a “Program Advice” enquiry via <http://ask.mq.edu.au>.

FIND OUT MORE
CONTACT: STUDENT CONNECT
LEVEL 2, MUSE C7A PHONE: 9850 6410
Macquarie University NSW 2109 Australia
Handbook.mq.edu.au

Disclaimer: This publication is correct at the time of creation, November 2018. Macquarie University reserves the right to change program details at any time and change its fees without notice.
CRICOS Provider 00002J