

2019 MAJOR – Public Relations and Social Media

(Qualifying Major for Bachelor of Media)

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+Media

Suggested First Session

Session 2, 2019

Unit Code	Unit Name
ICOM101	Intercultural Relations
MAS105	Media Cultures
MAS110	Introduction to Digital Media
ACSH100 or Elective	Academic Communication in the Social Sciences and Humanities Choose an elective unit

- 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.
- For a double major complete required units for both majors where possible in the first year. If considering a double major consult the criteria found at www.handbook.mq.edu.au/2019/Majors.
- 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
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