

Public Relations (BCommun)

DURATION: 3 Years (Full Time)

AVAILABILITY: Dubai Campus

REASONS TO STUDY PUBLIC RELATIONS AT MURDOCH

1. You will be taught by professional who have worked as public relations practitioners and communication specialists.
2. You will be asked to develop public relations campaigns in response to realistic scenarios and at times for existing organisations. It's about finding real solutions to real problems.
3. You will become an effective communicator armed with a critical understanding of Public Relations: we expect students to develop a sound theoretical understanding of, and practical skills in, ethical communication.
4. Murdoch teaches public relations as a communications discipline rather than a business discipline; we don't just teach you how to do the technical aspects of public relations (such as writing a media release) but how to research and analyse information in order to solve problems and effectively run media communication campaigns.
5. You will learn about public relations in terms of the cultural, political and social factors of communications.

Public Relations is about managing communication on behalf of an organisation, more importantly it's about becoming a socially responsible communicator with excellent writing and interpersonal skills. Through this degree you will learn to research, plan, develop and manage public relations campaigns designed to strengthen relationships between an organisation and the public.

With the advent of new media, the PR industry is ever changing and so will have to be able to adapt to different roles and demands, from working with the media, communicating with employees, to engaging stakeholders. Through the right blend of theory and practice, Murdoch students are equipped to undertake these challenges and develop new avenues for the profession.

What can I do with my Public Relations degree?

All organisations need communication experts. Public relations graduates may work in media liaison, community relations, public information, or promotional roles, or they may choose to work in corporate communication, public affairs, sponsorship or fundraising. Government agencies, corporations such as banks and multinational companies, media organisations and charities all employ communication specialists.

Course Structure

Year 1

FOUNDATION UNIT

All first year students are required to take a Foundation Unit. This is designed to provide you with the necessary skills to succeed at university.

CORE UNITS

There are two core units that must be taken in the first year:

- Introduction to Communication and Media
- Introduction to Public Relations



"The reason I chose Murdoch was partly based on my first visit here which allowed me to meet the staff. Their family oriented attitude is what set them apart from other educational institutes I've attended and helped me in making my decision. I recently moved to Dubai and Murdoch was a great transition into feeling at home. The hands-on experience gained during workshops in the studio were most beneficial in putting theory into practice. I find all the lecturers both passionate and well versed in their subject matter. Upon graduation, I want to continue writing screen plays and work my way up to directing."

GAURAV HINGORANI

Bachelor of Media and Communication - Screen Production and Public Relations

GENERAL ELECTIVES

General electives allow you to broaden your knowledge by studying subjects of interest from other disciplines. You may select general electives from any degree program offered by Murdoch University's Dubai campus, subject to pre-requisite requirements. You must complete five general electives (100 level units) to complete your first year studies.

Year 2 and 3

CORE UNITS

In the second and third years of study, the following core units must be completed:

- Media Relations
- Communication Research
- Public Relations: Contemporary Approaches
- PR in Society
- Campaign Management
- Issues and Crisis Management

GENERAL ELECTIVES

To complete your year two and three studies you must complete six 200 to 400 level units offered by the University, subject to individual unit prerequisites.

Recommended double majors

A double major with a Bachelor of Communication in Journalism will provide a holistic view on the workings of Journalism and PR, especially in aspects of Media Relations, Event Management and Public Governance.

To take a double major, students simply take the core units from another major in place of their general electives units. In most cases a double major can be completed without additional time or cost. Please speak to our admissions counsellors for more information on double major possibilities.

Pathways to Murdoch University Dubai

Direct Entry IB Diploma USA High School Diploma UK GCE A' Levels Australia SAM	Indian Board Pakistan Board French Baccalaureate German Arbitur	Bachelor of Commerce	3 Years	<ul style="list-style-type: none"> • Marketing • Management • Finance
		Bachelor of Science	3 Years	<ul style="list-style-type: none"> • Business Information Systems • Computer Science
Alternative Entry Murdoch Dubai Foundation Program (MDFP) University Transfer		Bachelor of Media Bachelor of Communications	3 Years	<ul style="list-style-type: none"> • Public Relations • Screen Production • Journalism

*Curriculum subject to change in 2017. Please contact Student Services for more details.

Undergraduate Entry Requirements

Academic Requirements		English Requirements
IB Diploma 24 Points or better	USA High School Diploma GPA 2.5 and SAT score of 500 in each band	IELTS 6.0 in each band TOEFL Internet Based 20 in each band - 80 Overall TOEFL Paper Based 550 Overall GCE A Levels C6 or better in english PTE Total 57 - no band less than 50
UK GCE A' Levels C's or better in two subjects	Indian Board 65% in overall four academic subjects	
Australian Secondary Schooling 60 ATAR	Pakistan Board 65% in overall four academic subjects	

Professional Recognition

This course is accredited by the Public Relations Institute of Australia. Graduates of accredited courses have an accelerated path to membership of the institute.



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