

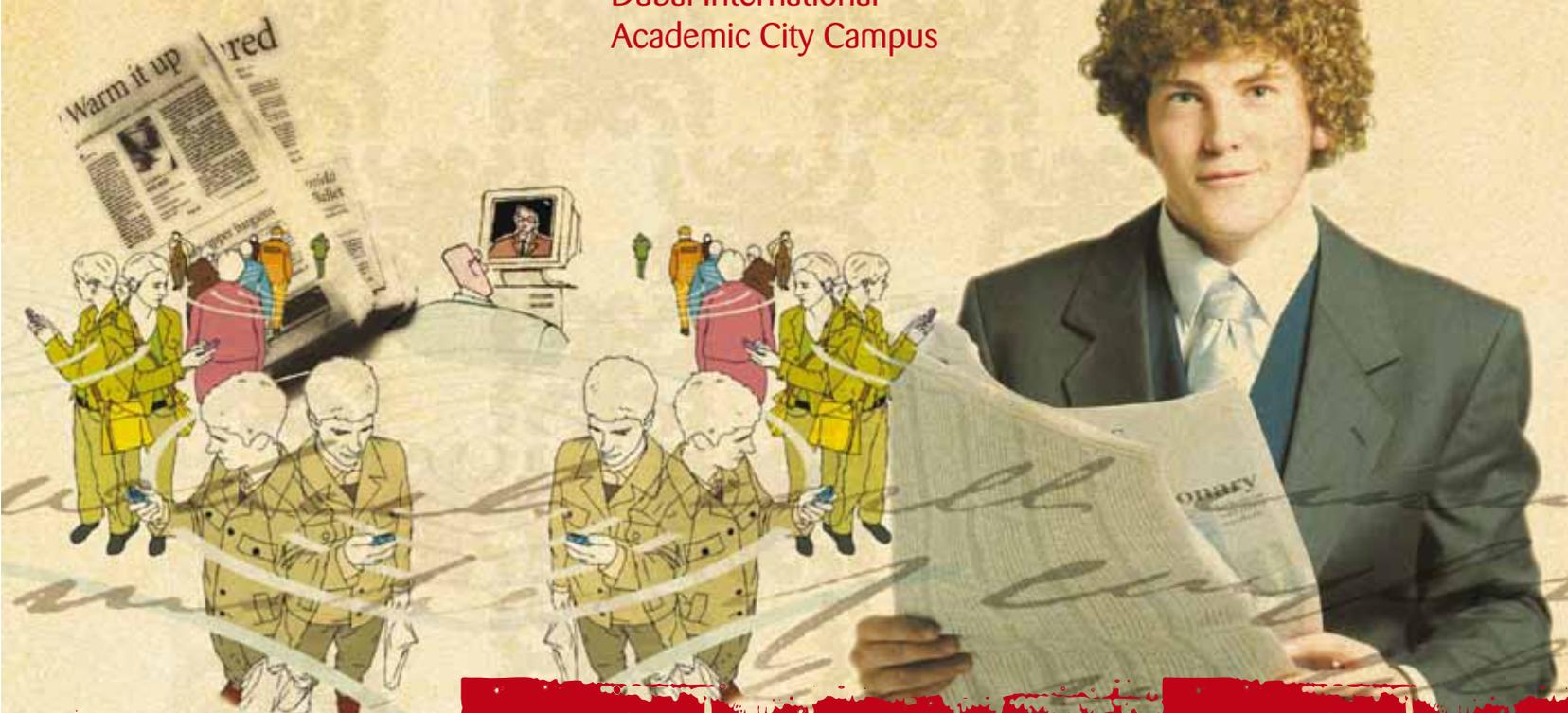
Public Relations



Murdoch
UNIVERSITY

INTERNATIONAL STUDY CENTRE
DUBAI

- 3 Years full time internal study
- Dubai International Academic City Campus



About Public Relations (BCommun)

Public relations is about managing communication on behalf of an organisation. This degree will help you become a socially responsible communicator who has excellent writing and interpersonal skills. You will be able to research and plan public relations campaigns and develop and manage relationships between an organisation and its publics.

Public relations is diverse: you will need to adapt to different roles such as working with the media, communicating with employees and engaging stakeholders in very different ways. The industry is changing with new media too, and this degree allows students to meet the changing demands of this 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 mining companies, media organisations and charities all employ communication specialists.

Public Relations

Course Structure

Year 1

Foundation Unit

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

Core Units

You must take core units for a particular major to gain a specialisation in that area:

- Introduction to Communication and Media
- Introduction to Public Relations

General Electives

You must take a selection of these units to have enough points to graduate.

General electives give you the flexibility to learn from a variety of areas.

Select five 100 level units offered by the University, subject to individual unit prerequisites.

Years 2 & 3

Core Units

- Media Relations
- Communication Research
- Public Relations: Contemporary Approaches
- Professional Communication
- Campaign Management
- Issues and Crisis Management

General Electives

Select six 200 to 400 level units offered by the University, subject to individual unit prerequisites.

Recommended double majors

To take a double major, students simply take the core units from another major in place of their general electives units. You can come and speak to our counsellors to find out more information on double major possibilities.

Admissions Requirements

Murdoch University provides a number of pathways for admission of people from a variety of backgrounds. In addition, the University does not generally require the completion of any prerequisite subjects. However, applicants will need to meet specific English competency requirements.

Please speak to our Counsellors for more information on the various admission pathways into Murdoch. Their contact details are given below.

Reasons to study Public Relations at Murdoch:

- 1 You will be taught by professionals – people 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. In your final year, you will develop a public relations plan for a real organisation.
- 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, along with practical skills in, ethical communication.
- 4 Murdoch teaches public relations as a communication 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 how to develop and manage strategic and effective communication campaigns.
- 5 You will learn about public relations in different countries, and the impact of the cultural, political and social factors of communication.

Want to know more?

Murdoch University International Study Centre Dubai

Post Box 345005, Block 10, Fourth Floor,
Dubai International Academic City, Dubai, United Arab Emirates

Telephone +971 4 4355700
Facsimile +971 4 4355704
Email: admissions@murdochdubai.ac.ae
Website: www.murdochdubai.ac.ae

★★★★★ Murdoch University is the only Australian University to have achieved a 5-star rating for Graduate Satisfaction 13 times in the past 15 years. (Good Universities Guide 2010)

Discover Murdoch Dubai: - closer than you think.



Bus transportation available. Please contact Student Services staff for more details.



15 minutes from the city by car.



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