Bachelor of Health Science (Public Health) / Bachelor of Media and Communication (IX70)

Year offered: 2010
Admissions: Yes
CRICOS code: 064907E
Course duration (full-time): 4 years
Domestic fees (indicative): 2010: CSP $3,200 (indicative) per semester
International Fees (indicative): 2010: $10,250 (indicative) per semester
Domestic Entry: February
International Entry: February
QTAC code: 429512
Past rank cut-off: 81
Past OP cut-off: 10
OP Guarantee: Yes
Assumed knowledge: English (4 SA) and for nutrition: Maths B (4 SA) and Chemistry (4 SA)
Preparatory studies: For information on acquiring assumed knowledge visit http://www.studentservices.qut.edu.au/apply/ug/info/knowledge.jsp
Total credit points: 384
Course coordinator: Head, Undergraduate Studies (Creative Industries); Ms Melinda Service (Health Science); Health Science enrolment queries to email: sph.studentcentre @qut.com or phone: 07 3138 3368.
Discipline coordinator: Dr Stephen Harrington (Media and Communication)
Campus: Kelvin Grove

Overview
This exciting new double degree will produce graduates who are media communication specialists with expertise in the ever-growing area of public health, nutrition and wellbeing. This degree combination will satisfy both your professional and personal needs. You will have a course and a career that is both creative and able to enhance people’s health and their lives. The course has innovative and integrated industry placement options for practicum experience.

The media and communications component provides both practical skills in multimedia, writing and communication combined with study in local and international media industries, media and communication industries.

The public health component provides the knowledge and skills to address major health issues both nationally and internationally with a focus on assessment of a population’s health needs and strategies to meet them. Students gain an understanding of health care planning, community health, health promotion, the health needs of Indigenous Australians and project management.

Why choose this course?
Health communication is a globally recognised and rapidly expanding field. Graduates can expect to gain employment in a range of public and private sector organisations.

Health professionals with superior communication skills and the ability to utilise the power of media technologies will make significant contributions to improving our quality of life, both locally and internationally.

Media and Communication
The course provides both practical skills in multimedia, writing and communication combined with study in local and international media and communication industries. Students combine core units in the creative industries (including practical skills in multimedia, writing and communication), with the study of media and communication, including media audiences, professional communication, new media technologies, and online communications.

Public Health
The course provides knowledge and skills to address major health issues both nationally and internationally with a focus on community health, nutrition and health promotion.

The course has innovative and integrated industry placement options for practicum experience.

Course Structure
This course is made up of 384 credit points. Each component (i.e. Creative Industries and Health Science) comprises 192 credit points.

The Creative Industries component is made up of two of Faculty Foundation units and 14 specialist units in media and communication.

The Health Science component is made up of 180 credit points of specified Health Science units and a 12 credit point Unit Option.

Career Outcomes
This double degree prepares graduates as health communication specialists; health and nutrition writers; health promotion officers and educators; marketing and managerial roles in health and product promotions; health print and online editors; health communication managers; and e-health marketers.
Media and Communication
Graduates may work as advertising professionals; communication managers; media and cultural policy developers for government and community organisations; information officers; internet professionals; media buyers and planners; media marketers; media industry specialists; teachers and researchers; and print and online publishing professionals.

Public Health
Graduates may also work as community health officers; policy officers; program evaluators; health promotion officers in community health; project officers; and consultants. These practitioners work in both public and private sectors including state and federal health departments, population health units, community health centres, divisions of general practice, non-governmental health organisations, and international health agencies.

Professional Membership
Graduates are eligible for membership of the Public Health Association of Australia (PHAA) and the Australian Health Promotion Association (AHPA).

Deferment
All domestic applicants offered admission to undergraduate award courses may apply to defer commencement of their study. A deferment application will not normally be considered for courses where specific admission requirements apply, for example submission of folios or undertaking auditions. Applicants are not entitled to hold a deferred place and hold a place in another QUT course for the same period.

Further Information
For information about this course, please call the Public Health and Optometry Student Centre on +61 7 3138 3368 or email sph.studentcentre@qut.com OR contact the Creative Industries Faculty phone +617 3138 8114 or email creativeindustries@qut.com

Course structure for students who commenced in 2010

<table>
<thead>
<tr>
<th>Year 1, Semester 1</th>
<th>KCB101 Introduction to Media and Communication: Texts</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>KKB101 Creative Industries: People and Practices</td>
</tr>
<tr>
<td></td>
<td>PUB251 Contemporary Public Health</td>
</tr>
<tr>
<td></td>
<td>LSB111 Understanding Disease Concepts</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year 1, Semester 2</th>
<th>KCB104 Introduction to Media and Communications: Industries</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>KKB102 Creative Industries: Making Connections</td>
</tr>
<tr>
<td></td>
<td>PUB209 Health, Culture and Society</td>
</tr>
<tr>
<td></td>
<td>PYB012 Psychology</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year 2, Semester 1</th>
<th>KCB102 Media Myth Busting 1</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>KCB103 Strategic Speech Communication</td>
</tr>
<tr>
<td></td>
<td>PUB209 Health, Culture and Society</td>
</tr>
<tr>
<td></td>
<td>PUB332 Sustainable Environments For Health</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year 2, Semester 2</th>
<th>KCB105 Media Myth Busting 2</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>KCB205 Professional Communication</td>
</tr>
<tr>
<td></td>
<td>PUB201 Food and Nutrition</td>
</tr>
<tr>
<td></td>
<td>PUB215 Public Health Practice</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year 3, Semester 1</th>
<th>KCB201 New Media 1: Information and Knowledge</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>KCB302 Political Communication</td>
</tr>
<tr>
<td></td>
<td>PUB530 Health Education and Behaviour Change</td>
</tr>
</tbody>
</table>

Choose either PUB557 or PUB565

<table>
<thead>
<tr>
<th></th>
<th>PUB557 Health Needs of Indigenous Australians and Other Populations</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>PUB565 International Health</td>
</tr>
</tbody>
</table>

*Note: KCB201 will no longer be offered after 2010. Please refer to the 2011 course structure for the equivalent new unit.

<table>
<thead>
<tr>
<th>Year 3, Semester 2</th>
<th>KCB202 New Media 2: Applications and Implications</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>KCB203 Consumption Matters: Consumer Cultures and Identity</td>
</tr>
<tr>
<td></td>
<td>PUB461 Qualitative Inquiry in Public Health</td>
</tr>
</tbody>
</table>

Public Health Elective chosen from List A

<table>
<thead>
<tr>
<th>Year 4, Semester 1</th>
<th>KCB301 Media Audiences</th>
</tr>
</thead>
<tbody>
<tr>
<td>SELECT</td>
<td>Either KCB304 or KWB103:</td>
</tr>
<tr>
<td></td>
<td>KCB304 Managing Communication Resources</td>
</tr>
<tr>
<td></td>
<td>KWB103 Persuasive Writing</td>
</tr>
<tr>
<td></td>
<td>PUB514 Contract/Project Management</td>
</tr>
</tbody>
</table>

Choose either PUB545 or PUB561

<table>
<thead>
<tr>
<th></th>
<th>PUB545 Health Policy, Planning and Advocacy</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>PUB561 Statistical Methods in Health</td>
</tr>
</tbody>
</table>

Find out more on deferment.
Year 4, Semester 2

KCB303  Brisbane Media Map
SELECT  Either KKB341, KKB343 or KKB345:
KKB341  Workplace Learning 1 2.5 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-1
KKB343  Service Learning 1 2.5 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-1
KKB345  Creative Industries Project 1 2.5 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-1
PUB406  Health Promotion Practice 3 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-1
PUB875  Professional Practice 3 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-1

List A - Public Health Electives
PUB336  Women's Health 3 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-1 and 2010 SEM-2
PUB436  Evidence Based Practice 3 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-1 and 2010 SEM-2
PUB611  Risk Management 3 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-1 and 2010 SEM-2

Health Unit prerequisites/corequisites

For information on prereqs & coreqs visit: www.hlth.qut.edu.au/study/forcurrentstudents/

Potential Careers:
Academic, Advertising Professional, Community Health Officer, Educator, Government Officer, Health Promotion Officer, Information Officer, Internet Professional, Marketing Officer/Manager, Media Industry Specialist, Organisational Communication Specialist, Policy Officer, Public Health Officer, Public Relations Officer/Consultant, Public Servant, Publishing Professional, Web Designer.

UNIT SYNOPSES

KCB101 INTRODUCTION TO MEDIA AND COMMUNICATION: TEXTS
This unit introduces you to foundational ideas in the study of communication, drawing on examples of communication practice from contemporary society, and the historical development of both the media of mass communication and ways of theorising its development. The idea of the ‘new’ economy is the organising motif of the unit. The unit both introduces and problematises the discipline of communication as it confronts, engages and interpenetrates the new economy.
Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-1 and 2010 SEM-2

KCB102 MEDIA MYTH BUSTING 1
Innovations in media and communication technologies have been deeply implicated in the evolution of human society from ancient times to the present. This unit explores the enabling capacities of media and communications, as well as other aspects of media power from a variety of perspectives. This unit also explores key controversies and debates surrounding the relationships between media and society.
Equivalents: KCB140  Credit points: 12  Contact hours: 2.5 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-1

KCB103 STRATEGIC SPEECH COMMUNICATION
This unit is based in rhetorical and group communication theories, as a base for developing professionals who are articulate presenters, probing but empathic interviewers and interviewees, and good team players. Theory and practice are interrelated to develop understanding and self-reflexivity within students concerning their own communication skills, and to guide them to become effective leaders in the communication industries professions. Practice in simulated work situations will allow growth and learning in the laboratory of the classroom.
Equivalents: KCB213  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove and Caboolture  Teaching period: 2010 SEM-1 and 2010 SEM-2

KCB104 INTRODUCTION TO MEDIA AND COMMUNICATIONS: INDUSTRIES
This unit provides an introduction to media and communications industries, with particular reference to the Australian media and communications industries and associated issues. The unit will examine aspects of broadcasting, magazines and publishing, popular music, film, the Internet and games industries, from social, industrial and cultural perspectives. You will be involved in discussion of current issues and media features.
Equivalents: KCB150  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove

KCB105 MEDIA MYTH BUSTING 2
The research process (define problem, collect relevant information, analyse information, formulate conclusions/outcomes) underlies many decisions that confront media and communication professionals. This subject introduces foundational research skills and contextualises them with a number of media and communication problems. The unit involves qualitative and quantitative research methods including observation, focus groups, case studies, survey research and experiments studied in the context of media and communication problems and issues. You will carry out research using some of these methods, analyse the results and present their conclusions and recommendations.
Equivalents: KCB334  Credit points: 12  Contact hours: 3 per week, plus several lectures during semester  Campus: Kelvin Grove  Teaching period: 2010 SEM-2
KCB201 NEW MEDIA 1: INFORMATION AND KNOWLEDGE
This unit provides both a critical and conceptual introduction to the issues arising from the emergence of ‘virtual communities’, and a practical introduction to the skills and competencies required for the development and maintenance of successful online social networks. It considers issues arising from the development of online communities from the perspectives of corporate cultures and public or civic action, as well as questions of community, identity and social inequality in Internet culture, conflict management, and ethical and privacy issues on the Web.

Assumed knowledge:
* advanced academic writing skills
* advanced research and referencing skills in offline and online contexts
* good working knowledge of the Web and other new media technologies
* some practical experience using blogs, wikis, and/or social networking
Websites as a reader and/or contributor
* ability to conduct academic work independently and in groups

Assumed knowledge: KKB101, KKB102, and advanced academic writing, research and referencing skills in offline and online contexts.

Equivalents: KCB295

Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-1

KCB202 NEW MEDIA 2: APPLICATIONS AND IMPLICATIONS
New media technologies now affect virtually all aspects of our life, from leisure to work. A thorough understanding of their social, cultural, political and economic impacts is crucial for creative industries practitioners. This unit identifies key new media technologies and provides a contextual understanding of their current roles and potential future trajectories.

Assumed knowledge:
* advanced academic writing skills
* advanced research and referencing skills in offline and online contexts
* good working knowledge of the Web and other new media technologies
* some practical experience using blogs, wikis, and/or social networking
Websites as a reader and/or contributor
* ability to conduct academic work independently and in groups

Equivalents: KCB336

Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-2 2010 SEM-1

KCB203 CONSUMPTION MATTERS: CONSUMER CULTURES AND IDENTITY
A knowledge of and ability to research consumer cultures is essential to those working in the Creative Industries: it is crucial to understand the ways in which consumption actively shapes not only media and production industries, but also the value and meanings of products themselves. This unit builds on your first-year studies, requiring you to synthesise and apply concepts and methodologies that you have learned in earlier units. This unit prepares you for your final year by focusing broader understandings of media, communication, and production through the lens of consumer cultures. The knowledge that you will gain in this unit will inform your professional, academic, and creative practices in your final year.

Assumed knowledge:
* Introductory understanding of the relationship between media texts, institutions and society
* Introductory skills in media text analysis (e.g. semiotics and discourse analysis)

Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-2

KCB205 PROFESSIONAL COMMUNICATION
Professional Communication focuses on knowledge and skills required for effective communication with colleagues, sponsors and clients in professional organisational settings. Unit activities will develop practical and critical skills in situation analysis, project proposal development, proposal document production, sponsor and client presentations and workplace communication practices. The unit will integrate the central skills of writing and speaking across a range of problem-based tasks, team projects and presentations. Over the semester, students may use class activities to compile professional folios of their work for potential employers and clients.

Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-1 and 2010 SEM-2

KCB301 MEDIA AUDIENCES
A knowledge of and ability to research audiences is essential to a detailed and comprehensive understanding of the media. The ability to undertake quantitative and qualitative research into various audience groupings, the use of associated analytical tools and the ability to critically analyse academic and industry based audience research are important skills for students undertaking research in Media Communication and those seeking employment in media industries.

Assumed knowledge:


* Introductory understanding of the relationship between media texts, institutions and society
* Introductory knowledge of the following, as they apply to media or market research:
  - Quantitative and Qualitative research design
  - Basic statistical analysis skills
  - Qualitative research methods such as interviews and participant observation

**Assumed knowledge:** Introductory understanding of the relationship between media texts, institutions and society, media or market research, quantitative and qualitative research design, basic statistical analysis skills, and qualitative research methods  **Equivalents:** KCB349

**Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove  **Teaching period:** 2010 SEM-1

**KCB302 POLITICAL COMMUNICATION**

This unit provides an overview of the theory and practice of political communication and the role of discursive strategies in the social construction of meaning, with particular reference to media and communications industries. The unit examines political campaigns in Australia and internationally, through a critical examination of theories of media influence, as well as notions of crisis management, rhetorical models, persuasion theory, and the use of images as a power resource to succeed in political campaigns. The unit explores how survey research helps the planning and development of political strategies through an analysis of their application in recent political campaigns.  **Equivalents:** KCB311  **Credit points:** 12  **Contact hours:** 4 per week  **Campus:** Kelvin Grove  **Teaching period:** 2010 SEM-1

**KCB303 BRISBANE MEDIA MAP**

In this unit, you will explore ways in which your knowledge of media industries, audiences and texts finds application in employment contexts. You also develop and consolidate an applied understanding of databases in the process of maintaining and developing an online directory of media and related organisations serving the greater Brisbane area. Questions of professional practice in online and workplace environments are also discussed, with particular reference to matters of freedom of expression, accuracy and fairness, access and equity, cultural difference, privacy, security and intellectual property.  **Credit points:** 12  **Contact hours:** 4 per week  **Campus:** Kelvin Grove  **Teaching period:** 2010 SEM-2

**KCB304 MANAGING COMMUNICATION RESOURCES**

An understanding of controlled media (ie media in which the communicator, rather than a gatekeeper, controls the final content), in both print and electronic forms, is critical for professional communicators. Controlled media resources remain the most common tools developed during communication campaigns. This unit develops your ability to devise effective resources for clients. You will develop practical skills in managing projects, researching the audience, writing and designing resources, testing their work, and seeing the product through to final production. This unit involves desktop publishing training and offers you an opportunity to develop a print or electronic resource for a client.  **Prerequisites:** Completion of 72 credit points of study  **Equivalents:** KCB335  **Credit points:** 12  **Contact hours:** 5.5 per week  **Campus:** Kelvin Grove  **Teaching period:** 2010 SEM-1

**KKB101 CREATIVE INDUSTRIES: PEOPLE AND PRACTICES**

This unit introduces concepts of the creative industries and the work of creative industries practitioners and professionals who explore and exploit the expression of creativity for commercial and artistic gain. In exploring the work of creative industries practitioners you will develop written communication skills for new media and academic contexts and reflect on your own emerging role as a creative industries practitioner.  **Equivalents:** KKB009, KKB618  **Credit points:** 12  **Teaching period:** 2010 SEM-1

**KKB102 CREATIVE INDUSTRIES: MAKING CONNECTIONS**

The capacities to work collaboratively and to communicate effectively using multimedia technologies are essential characteristics for any Creative Industries professional. In this unit you will have the opportunity to acquire and apply collaborative principles and practices and multimedia communication skills in the production of creative content.  **Assumed knowledge:** KKB101 is assumed knowledge  **Equivalents:** KKB007, KKB818  **Credit points:** 12  **Teaching period:** 2010 SEM-2

**KCB341 WORKPLACE LEARNING 1**

It is important that Creative Industries professionals gain real world experience in order to link university study with professional practice. Students need to equip themselves not only with skills and discipline knowledge but also with understandings and experience in order that they may function and flourish when they enter the workplace. This unit is offered during the final year of an undergraduate degree course at which time students are able to apply appropriate, transferable skills to a workplace or professional context.  **Prerequisites:** Completion of 168 credit points of study  **Credit points:** 12  **Teaching period:** Between 90 and 100 hours duration  **Campus:** Kelvin Grove  **Teaching period:** 2010 SEM-1, 2010 SEM-2 and 2010 SUM
KKB343 SERVICE LEARNING 1
Service Learning is a form of experiential education characterised by student participation in an organised, service activity connected to specific learning outcomes, meets identified community non-profit organisations' needs and provides structured time for student reflection and connection of the service experience to learning. This elective unit is offered during the final year of an undergraduate Creative Industries degree course at which time students are able to apply appropriate, transferable skills to benefit a community organisation.

Prerequisites: Completion of 168 credit points of study
Credit points: 12  Contact hours: Between 90 and 100 hours duration  Campus: Kelvin Grove  Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 SUM

KKB345 CREATIVE INDUSTRIES PROJECT 1
The Faculty of Creative Industries intends that its graduates practice as professionals in their respective discipline or disciplines. Increasingly, a major part of such practice is the instigation, management, monitoring, and reporting on Creative Industries projects. This unit offers experience in participating in an advertised project that may be offered by one or more disciplines in the Faculty, and is designed to contribute towards students' increased self-knowledge and confidence as practitioners in the Creative Industries.

Prerequisites: Completion of 72 credit points of Creative Industries units (K%B% units)  Credit points: 12  Contact hours: About 150 hours across the semester.  Campus: Kelvin Grove  Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 SUM

KWB103 PERSUASIVE WRITING
This unit teaches the use of persuasive writing in the workplace. The unit analyses a variety of writing genres to reveal how they persuade their audiences. The analysis is founded on critical discourse and semiotic theory. You will apply these learned techniques and theories to produce a portfolio of persuasive writing. It covers a range of genres such as public health campaigns, proposals, speechwriting and political persuasion.

Antirequisites: KWP402  Equivalents: KWB315  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-1

LSB111 UNDERSTANDING DISEASE CONCEPTS
This unit introduces the structure and function of the body, reviews the body systems and links those to mechanisms of disease. Systems and topics covered are: integumentary, skeletal, muscular, nervous, endocrine, blood, heart and circulation, lymphatic, immune, respiratory, digestive (including nutrition and metabolism), urinary, reproductive, concepts of growth and development, genetics. Examples of diseases introduced are: heart disease and hypertension, cancers (lung, breast, skin, colon, prostate, testicular, cervical), diabetes, depression, Parkinson's disease, asthma and chronic obstructive lung diseases.

Credit points: 12  Contact hours: 4 per week  Campus: Gardens Point  Teaching period: 2010 SEM-1

PUB201 FOOD AND NUTRITION
This unit includes the following: an introduction to the history of food and nutrition in Australia; the food system; the food supply; proteins, carbohydrates, fats, vitamins and minerals; food grouping systems; dietary guidelines; the recommended dietary intakes; nutrition through the life cycle; food and nutrition problems; nutrition as a public health issue; and international nutrition issues.

Credit points: 12  Contact hours: 4 per week  Campus: Kelvin Grove and External  Teaching period: 2010 SEM-2

PUB209 HEALTH, CULTURE AND SOCIETY
This unit is concerned with the social and cultural dimensions of health and illness and how they relate to health status and patterns of behaviour. The unit introduces students to thinking about health from sociological and anthropological perspectives, drawing on relevant concepts and theory to examine selected public health issues. Identifying and addressing social and cultural factors that shape people's health experiences of health, illness and health systems are integral parts of public health practice in terms of reducing health inequalities, delivering appropriate services, and ultimately improving population health outcomes.

Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-2

PUB215 PUBLIC HEALTH PRACTICE
Credit points: 12  Teaching period: 2010 SEM-2

PUB251 CONTEMPORARY PUBLIC HEALTH
This unit provides an introduction to the following: the philosophy and approach of public health; the traditional public health process; the multidisciplinary nature of public health; and health policy and its impact on public health. Recent reformulations of traditional public health approaches including health promotion, intersectoral action for health and healthy public policy are examined. The role of public health in Australia and overseas, its main discipline components and some of the constraints faced by public health is also addressed. This unit considers groups with special needs and contemporary issues.

Antirequisites: PUN106  Credit points: 12  Contact hours: 4 per week (KG and Ext Sem 1; KG Sem 2)  Campus: Kelvin Grove and External  Teaching period: 2010 SEM-1 and 2010 SEM-2

PUB326 EPIDEMIOLOGY
Epidemiology is the core scientific method of public health. It is the study of the distribution of health and disease in the population and includes research into causes of disease and the effectiveness of public health programs. Epidemiological methods are used to generate the evidence base for clinicians, health promotion specialists, health educators, occupational and environmental health officers and health service managers.

**Antirequisites:** PUB436 EVIDENCE BASED PRACTICE

**Assumed knowledge:** Successful completion of 96cp is assumed prior knowledge

**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove and External  
**Teaching period:** 2010 SEM-2

**PUB332 SUSTAINABLE ENVIRONMENTS FOR HEALTH**
Antirequisites: PUB107  
Credit points: 12  
Teaching period: 2010 SEM-1

**PUB336 WOMEN’S HEALTH**
This unit explores the data and current health issues related to women’s health and critically evaluates health related policies, systems and practices in terms of their impact on women’s health, internationally and in Australia. The social, economic, cultural and political influences on women’s health, and the specific needs of sub-populations of women are examined.

**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-2

**PUB406 HEALTH PROMOTION PRACTICE**
This unit ties together the fundamental health promotion knowledge and constructs covered in earlier units in the public health subject area. It builds upon this basis to introduce students to the range of strategies available to a health promotion practitioner. The unit promotes an appreciation of the strengths and weaknesses of different approaches, as well as related administrative factors. Students undertake a small health promotion project in groups of 3-4. This is an essential field of study for those students who wish to work in a health promotion or related field.

**Prerequisites:** PUB251 or PUB530  
**Credit points:** 12  
**Contact hours:** 3  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-2

**PUB436 EVIDENCE BASED PRACTICE**
**Credit points:** 12  
**Teaching period:** 2010 SEM-2

**PUB461 QUALITATIVE INQUIRY IN PUBLIC HEALTH**
Qualitative methods are essential to generate knowledge of people’s lived experiences, the meanings they ascribe to them, and to the social dimension of health. The nature and complexities of many public health problems require a mix of research methods and the contributions of qualitative inquiry are increasingly recognised. The practical skills acquired in this unit can be applied to a wide range of public health works, including community based program evaluation, international health and health social science research.

**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-2

**PUB514 CONTRACT/PROJECT MANAGEMENT**
This unit aims to prepare students for participation in contract and project management in the health sector. The unit provides advanced undergraduate students with an opportunity to develop an understanding of health project contract management using both theoretical and practical examination of current state and national contracts and projects.

**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Kelvin Grove and External  
**Teaching period:** 2010 SEM-1

**PUB530 HEALTH EDUCATION AND BEHAVIOUR CHANGE**
Antirequisites: PUB329, PUB341  
Credit points: 12  
Teaching period: 2010 SEM-1

**PUB545 HEALTH POLICY, PLANNING AND ADVOCACY**
Antirequisites: PUB511  
Credit points: 12  
Teaching period: 2010 SEM-1

**PUB557 HEALTH NEEDS OF INDIGENOUS AUSTRALIANS AND OTHER POPULATIONS**
The unit examines the health needs of a range of population groups, particularly the health needs of indigenous Australians. Health is viewed in its social and economic context. The unit allows a recognition and focus on particular health concerns that might not be considered significant in an examination of broad patterns of health. It forces a consideration of how strategies to improve health, including important questions of access and equity. The unit provides an overall picture of health patterns of indigenous Australians and other specific populations.

**Prerequisites:** PUB251  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-1

**PUB561 STATISTICAL METHODS IN HEALTH**
The ability to analyse and interpret quantitative data is an important skill for all graduates in public health. This unit builds upon PUB326 Epidemiology and complements analytical methods learned in PUB461 Qualitative Enquiry in Public Health. Through critical review of the literature, and worked examples from a range of topic areas, students become familiar with the process of summarising and describing data, defining and testing hypotheses, univariate methods and tests of bivariate associations, the concept of adjustment and the interpretation and presentation of analytical results.
PUB565 INTERNATIONAL HEALTH
International health will broaden student's understanding of global health systems and programs, providing an advanced level analysis that explores systems and methods that have been devised to address population health problems in developing and developed countries. Students examine the historic context of the international health movement from the early 1900s to recent changes in global health systems, explore the diversity of services between and within countries, and consider issues of globalisation, economic reform, health equity and ethics. This unit is particularly relevant to students who are interested in international health development work.
Prerequisites: PUB326  
Assumed knowledge: At least two years of study in health area, including PUB326 is assumed knowledge.  
Credit points: 12  
Contact hours: 3 per week  
Campus: Kelvin Grove  
Teaching period: 2010 SEM-1

PUB611 RISK MANAGEMENT
Note: This unit is available externally only for Second Semester 2010.
This unit provides students with the knowledge and skills for the assessment and quantification of risk in the workplace. It considers the various models available to investigate and analyse accidents and propose strategies to prevent similar incidents in the future. Various hazard identification techniques such as HAZOP, Fault Tree Analysis and FMEA are discussed. The unit provides students with the ability to position occupational health and safety within an organisation's strategic decision making process.
Credit points: 12  
Contact hours: 3 per week  
Campus: Kelvin Grove and External  
Teaching period: 2010 SEM-2

PUB875 PROFESSIONAL PRACTICE
This unit is undertaken by students in the public health, and nutrition and dietetics strands of the BHealthSc. It provides students with the opportunity of working in one or a number of placements in a professional capacity in an area of interest to the student. It provides an opportunity for students to apply the knowledge and skills acquired through their course to a practical problem or workplace situation.
Prerequisites: PUB514  
Antirequisites: PUB645  
Assumed knowledge: Completion of 240 credit points of study is assumed knowledge.  
Credit points: 12  
Contact hours: 4 per week  
Campus: Kelvin Grove  
Teaching period: 2010 SEM-2

PYB012 PSYCHOLOGY
The body of knowledge which defines Psychology as a discipline is basic to an understanding of human behaviour and interaction. Psychological theories, concepts and methods of investigation provide ways of evaluating personal and professional practice. Informed practice can then seek to meet the needs of individuals, groups and communities. All professional people need to have frameworks for understanding their own behaviour and that of others. This unit provides students with essential knowledge as a basis for their personal and professional effectiveness. It is the foundation for understanding further study in psychology and its many applications.
Equivalents: PYB100, PYB101  
Credit points: 12  
Contact hours: 3 per week  
Campus: Gardens Point and Kelvin Grove  
Teaching period: 2010 SEM-1 and 2010 SEM-2