Bachelor of Health Science (Nutrition) / 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), 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
Standard credit points per full-time semester: 48
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 degrees will produce graduates who are media communication specialists with expertise in the ever-growing area of public health, nutrition and wellbeing. The 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 media and communications component provides both practical skills in multimedia, writing and communication combined with study in local and international media and communication industries.

The nutrition component provides the knowledge and skills to address major health issues both nationally and internationally with a focus on community health, nutrition and food studies, anatomy and physiology, nutritional science and nutrition education. The course has innovative and integrated industry placement options for practicum experience.

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.

Nutrition
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.

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 Faculty Foundation units and 14 specialist units in media and communication.

The Nutrition component is made up of 192 credit points of specified Health Science units.

Career Outcomes
Graduates of the double degree may work 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.

**Nutrition**
Graduates 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.

Find out more on deferment.

**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**

**Year 1, Semester 1**
- KCB101: Introduction to Media and Communication: Texts
- KKB101: Creative Industries: People and Practices
- SCB111: Chemistry 1
- LSB142: Human Anatomy and Physiology

**Year 1, Semester 2**
- KCB104: Introduction to Media and Communication: Industries
- KKB102: Creative Industries: Making Connections

**Year 2, Semester 1**
- SCB121: Chemistry 2
- PUB201: Food and Nutrition

**Year 2, Semester 2**
- KCB102: Media Myth Busting 1
- KCB103: Strategic Speech Communication
- PUB474: Food Science
- LQB381: Biochemistry: Structure and Function

**Year 3, Semester 1**
- KCB201: New Media 1: Information and Knowledge
- KCB302: Political Communication
- PUB326: Epidemiology
- PUB530: Health Education and Behaviour Change
  *Note: KCB201 will no longer be offered after 2010. Please refer to the 2011 course structure for the equivalent new unit.*

**Year 3, Semester 2**
- KCB202: New Media 2: Applications and Implications
- KCB203: Consumption Matters: Consumer Cultures and Identity
- PUB648: Diet, Nutrition and Chronic Disease
- PUB405: Nutrition Science

**Year 4, Semester 1**
- KCB301: Media Audiences
- SELECT: Either KCB304 or KKB345:
  - KCB304: Managing Communication Resources
  - KWB103: Persuasive Writing
  - PUB509: Community and Public Health Nutrition
  - PUB514: Contract/Project Management

**Year 4, Semester 2**
- KCB303: Brisbane Media Map
- SELECT: Either KKB341, KKB343 or KKB345:
  - KKB341: Workplace Learning 1
  - KKB343: Service Learning 1
  - KKB345: Creative Industries Project 1
Course structure for students who commenced in 2009

Year 1, Semester 1

KCB101 Introduction to Media and Communication: Texts
KKB101 Creative Industries: People and Practices
SCB111 Chemistry 1
LSB142 Human Anatomy and Physiology

Year 1, Semester 2

KCB104 Introduction to Media and Communications: Industries
KKB102 Creative Industries: Making Connections
SCB121 Chemistry 2
PUB201 Food and Nutrition

Year 2, Semester 1

KCB102 Media Myth Busting 1
KCB103 Strategic Speech Communication
PUB474 Food Science
LQB381 Biochemistry: Structure and Function

Year 2, Semester 2

KCB105 Media Myth Busting 2
KCB205 Professional Communication
PUB251 Contemporary Public Health
LSB250 Human Physiology

Year 3, Semester 1

KCB201 New Media 1: Information and Knowledge
KCB302 Political Communication
PUB326 Epidemiology
PUB530 Health Education and Behaviour Change

Year 3, Semester 2

KCB202 New Media 2: Applications and Implications
KCB203 Consumption Matters: Consumer Cultures and Identity
PUB648 Diet, Nutrition and Chronic Disease
PUB405 Nutrition Science

Year 4, Semester 1

KCB301 Media Audiences
SELECT Either KCB304 or KWB103:
KCB304 Managing Communication Resources
KWB103 Persuasive Writing
PUB509 Community and Public Health Nutrition
PUB514 Contract/Project Management

Year 4, Semester 2

KCB303 Brisbane Media Map
SELECT Either KKB341, KKB343 or KKB345:
KKB341 Workplace Learning 1
KKB343 Service Learning 1
KKB345 Creative Industries Project 1
PUB875 Professional Practice
PUB436 Evidence Based Practice

Health Unit prerequisites/corequisites

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

Potential Careers:
Academic, Advertising Professional, Educator, Government Officer, Information Officer, Internet Professional, Marketing Officer/Manager, Media Industry Specialist, Nutritionist, 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

**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
groups

Equivalents: KCB336  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-2

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 diversity, 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 (i.e. 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
**Contact hours:** 3 per week
**Campus:** Kelvin Grove and Caboolture
**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
**Contact hours:** 3 per week
**Campus:** Kelvin Grove and Caboolture
**Teaching period:** 2010 SEM-2

**KKB341 WORKPLACE LEARNING 1**

It is important that Creative Industries professionals gain real work 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
**Contact hours:** 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 at 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

**LQB381 BIOCHEMISTRY: STRUCTURE AND FUNCTION**

This unit extends basic organic chemistry theory to the level of the biological macromolecules. A clear understanding of the structure and function of these molecules is essential to a student's understanding of the metabolism of living cells. Hence this biomolecular unit is a fundamental prerequisite for all advanced units in the various disciplines in the field of
life sciences.
Prerequisites: (SCB121 and SCB122) or (SCB111 and SCB121) or SCB113
Antirequisites: LSB275 and LSB325 and LSB308
Credit points: 12
Contact hours: 4 per week
Campus: Gardens Point
Teaching period: 2010 SEM-1

LSB142 HUMAN ANATOMY AND PHYSIOLOGY
The aim of this unit is to provide grounding in the principles of human anatomy and physiology. Following an introduction to the structure of the cell and the organisation of tissues, each of the major systems that constitute the human body are examined by the integrated study of their anatomy and physiology.
Antirequisites: LSB131, LSB182, LSB258
Credit points: 12
Contact hours: 4 per week
Campus: Gardens Point
Teaching period: 2010 SEM-1

LSB250 HUMAN PHYSIOLOGY
This unit is designed to introduce optometry and medical science students to the principles of human physiology and to provide students with the necessary background for future studies in physiology, pharmacology, pathology and immunology. This unit addresses the physiology all of the major systems of the human body, including: cell transport, cell signaling, endocrine physiology, neurophysiology, muscle physiology, physiology of the cardiovascular, immune, respiratory, reproductive, digestive and lymphatic systems and physiology of the special senses and reflexes. This unit has a practical component, with one 2 hour laboratory session per week and 3 hours of lectures.
Prerequisites: SCB112 or LSB118 or LSB131
Antirequisites: LSB231
Credit points: 12
Contact hours: 5 per week
Campus: Gardens Point
Teaching period: 2010 SEM-2

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

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: PUB201
Credit points: 12
Contact hours: 4 per week
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: HLN710
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-1

PUB405 NUTRITION SCIENCE
Nutrition science examines a range of nutrient components in our food supply, including the biochemical pathways and physiological effects in the body, possible health implications of deficiency or toxicity and important dietary sources. It integrates nutritional knowledge with the science of biochemistry and clinical physiology and provides the foundation on which further studies in nutrition can be built.
Prerequisites: (LSB308 or LQB381) and PUB201 and (LQB481 or LSB408). (LQB481 or LSB408) can be enrolled in the same teaching period.
Credit points: 12
Contact hours: 4 per week
Campus: Kelvin Grove
Teaching period: 2010 SEM-2

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

PUB474 FOOD SCIENCE
To fulfill their needs as future professionals working in food and nutrition related areas, students explore the nature of foods and their constituents, studying the underlying scientific principles related to the manufacture, preservation, distribution and the final production of food items for consumption. This unit is available ONLY in courses where it is listed as a core unit.
Prerequisites: PUB201
Credit points: 12
Contact hours: 5 per week
Campus: Kelvin Grove
Teaching period: 2010 SEM-1
This unit includes the following: the measurement of the nutritional status of a community; nutritional epidemiology; examination of the evidence of nutrition problems within Australia; at risk groups; tools and their validity for measuring nutritional status and nutrition outcome at the population and group level; and dietary intake methodology. 

**Prerequisites:** PUB201  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-1

### 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

### PUB648 DIET, NUTRITION AND CHRONIC DISEASE

This unit explores the most common and significant nutrition related chronic diseases of the world and introduces previous and current strategies aiming to prevent or manage these diseases. Psychosocial, cultural, political and economics factors will be discussed. Diseases overed include micronutrient deficiencies, obesity, diabetes, cardiovascular disease, cancer, dental disease and osteoporpsis. 

**Prerequisites:** PUB201 and PUB405. PUB405 can be enrolled in the same teaching period.  
**Credit points:** 12  
**Campus:** Kelvin Grove  
**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 BHlthSc. 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

### SCB111 CHEMISTRY 1

This unit covers the fundamentals of general and physical chemistry. Topics include atomic and molecular structure, introduction to chemical bonding, reaction stoichiometry, thermochemistry, gas phase chemistry, reaction kinetics, equilibrium, acids, bases, buffers, oxidation, reduction and electrochemistry. The practical program involves experiments illustrating a range of chemical reaction types including precipitation reactions, acid-base chemistry and redox chemistry using analytical experimental methods. A comprehensive tutorial program (CHelp) complements the lectures and is designed to assist students to develop the problem solving skills required for further study in chemistry and related sciences. 

**Antirequisites:** SCB113  
**Credit points:** 12  
**Contact hours:** 4.5 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

### SCB121 CHEMISTRY 2

Chemistry is the central science. This is a unit of fundamental importance as it covers the background and general principles that underpin understanding in many Science and Health related disciplines, particularly in regards to the chemistry of life. In this unit students will be introduced to fundamental aspects of chemistry including the electronic structure of atoms, chemical bonding and molecular structure. From this basis students will develop an understanding of the fundamentals of organic chemistry including chirality, functional groups and organic reactions which will lead to important bio-inorganic molecules and coordination complexes.  

**Prerequisites:** (SCB111 or PCB142)  
**SCB113 Credit points:** 12  
**Contact hours:** 4.5 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2