Bachelor of Media and Communication/Bachelor of Public Health (IX75)

Year offered: 2013
Admissions: Yes
CRICOS code: 077689C
Course duration (full-time): 4 years
Domestic Fees (indicative): 2013: CSP $3,400 (indicative) per Semester (48 credit points)

Student Services and Amenities Fee
You'll need to pay the Student Services and Amenities Fee (SSAF) as part of your course costs. More information on the SSAF - http://www.student.qut.edu.au/fees-and-finances/study-costs/fee-schedule/table-I-student-services-and-amenities-fee

Details:

Career options
Health professionals with superior communication skills and the ability to use the power of media technologies will make significant contributions to improving quality of life, both locally and internationally.
This degree will prepare you to enjoy a number of careers including health communications specialists, health and nutrition writers, health promotion officers and educators, marketers and managers in health and product promotion, health print and online editors, health communication officers, and e-health marketers.

Professional recognition
Graduates are eligible for membership of the Public Health Association of Australia and the Australian Health Promotion Association.

IX75 - B Media and Communication/B Public Health - for students commencing 2013

Year 1, Semester 1
KCB101 Media and Communication Texts
KJB102 Introduction to Journalism, Media and Communication
PUB251 Contemporary Public Health
LSB111 Understanding Disease Concepts

Year 1, Semester 2
KJB103 Media Design and Layout
KCB205 Professional Communication

Year 2, Semester 1
KCB104 Media and Communication: Industries
KCB106 Media in a Globalised World
PUB209 Health, Culture and Society
PYB100 Foundation Psychology

Year 2, Semester 2
KJB103 Media Design and Layout
KCB205 Professional Communication

Course highlights
- Combine your professional health knowledge with superior communication skills and proficiency with media technologies.
- Complete 2 separate degrees in 4 years full-time.
- Study the distribution of creative content in new media, television, radio, print, internet, mobile technologies, advertising, and public relations.
- Prepares you for careers including health communication specialists, health and nutrition writers, health promotion officer and educators, health print and online editors, and e-health marketers.
- Study community nutrition, general studies in psychology, counselling, health education, Indigenous health, health science and women's health.

Assumed knowledge: English
Assumed knowledge notes: We assume that you have knowledge equivalent to four semesters at high school level (Years 11 and 12) with sound achievement (4, SA).
For information on acquiring assumed knowledge visit http://www.qut.edu.au/assumed-knowledge
<table>
<thead>
<tr>
<th>Year 3, Semester 1</th>
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<tr>
<td>PUB215  Public Health Practice</td>
<td>PUB406  Health Promotion Practice</td>
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<td>XNB151  Food and Nutrition</td>
<td>PUB875  Professional Practice</td>
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| KCB206  Internet, Self and Beyond | KCB203  Consumption Matters: Consumer Cultures and Identity | | Choose one unit (12cp) from the following:  
| KCB105  Inquiry in Media and Communication | KCB302  Political Communication | | KCB301  Media Audiences  
| PUB530  Health Education and Behaviour Change | PUB461  Qualitative Inquiry in Public Health | | KCB303  Brisbane Media Map 1  
| HLB001  Health Needs of Aboriginal and Torres Strait Islander Australians | | | KCB304  Brisbane Media Map 2  
| PUB565  International Health | Choose either HLB001 or PUB565 | | KCB305  Making Media Connections 1  
| | | | KCB307  Making Media Connections 2  
| | | | KCB310  Contemporary Investigation in Journalism, Media and Communication  
| | | | CREATIVE INDUSTRIES TRANSITIONS TO NEW PROFESSIONAL ENVIRONMENTS OPTIONS:  
| | | | SELECT One unit (12cp) from the Creative Industries Transitions to New Professional Environments Options (KKB341 or KKB345)  
| | | | KKB341  Work Integrated Learning 1  
| | | | KKB345  Creative Industries Project 1  
| | | | KCB308  Making Media Connections 2  
| | | | KCB310  Contemporary Investigation in Journalism, Media and Communication  
| | | | CREATIVE INDUSTRIES TRANSITIONS TO NEW PROFESSIONAL ENVIRONMENTS OPTIONS:  
| | | | SELECT One unit (12cp) from the Creative Industries Transitions to New Professional Environments Options (KKB341 or KKB345)  
| | | | KKB341  Work Integrated Learning 1  
| | | | KKB345  Creative Industries Project 1  

**List A - Public Health Electives**

- PUB336  Women's Health
- PUB436  Evidence Based Practice
- PUB561  Statistical Methods in Health
- PUB611  Risk Management

**Potential Careers:**

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

**UNIT SYNOPSES**

**HLB001 HEALTH NEEDS OF ABORIGINAL AND TORRES STRAIT ISLANDER AUSTRALIANS**

Credit points: 12    Campus: Kelvin Grove

**KCB101 MEDIA AND COMMUNICATION TEXTS**

This unit introduces you to foundational ideas in the study of communication. It covers key questions of textual analysis, practice, and context. Drawing extensively on examples of popular communication practice from contemporary society, the unit aims to impart an understanding of communication ecologies, processes, systems, and modes within the wider frame of radical changes occurring to the way texts are produced, read and circulated within our culture.  

Credit points: 12    Contact hours: 3 per week    Campus: Kelvin Grove

**KCB102 MEDIA MYTHBUStING**

This unit explores a variety of key myths, controversies and debates surrounding the relationship between media and society. It investigates the historical foundations, cultural context and factual accuracy of a series of 'common sense' arguments regarding how different kinds of media have or have not affected the way our society functions.  

Equivalents: KCB140    Credit points: 12    Contact hours: 2.5 per week    Campus: Kelvin Grove
period: 2013 SEM-1

KCB103 STRATEGIC SPEECH COMMUNICATION
This unit emphasises both the theory and practice of speech and interpersonal communication. It introduces theories of language, rhetoric and persuasion, which are interrelated to promote understanding and development of your communication skills. Classroom practice in simulated work situations will enhance the leadership skills you need to become articulate presenters in a range of contexts including personal presentations and interviews.

Equivalents: KCB213  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove and Caboolture  Teaching period: 2013 SEM-1 and 2013 SEM-2

KCB104 MEDIA AND COMMUNICATION: INDUSTRIES
A contemporary understanding of the cultural and economic significance of media and communication industries is a vital foundation for scholarship and professional practice in the media and communications industries. This unit surveys the political economies of print and electronic media industries, as well as advertising and public relations. It considers the impact of regulation on these industries and explores convergence and globalisation as frameworks for understanding change. You will be supported to develop your own strategy for maintaining current awareness of media and communication industries in the process of evaluating current public and policy debates.

Equivalents: KCB150  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2013 SEM-2

KCB105 INQUIRY IN MEDIA AND COMMUNICATION
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 will involve qualitative and quantitative research methods including content analysis, focus groups, ethnography, interviews and survey research which are 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 your conclusions and recommendations.

Equivalents: KCB334  Credit points: 12  Contact hours: 3 per week, plus several lectures during semester  Campus: Kelvin Grove  Teaching period: 2013 SEM-1

KCB106 MEDIA IN A GLOBALISED WORLD
Media organisations in Australia operate in a global context. Australian media content represents an important export for the country’s economy, while Australian audiences consume large quantities of content produced overseas, or adapted from formats originated in other media markets. There is great value, therefore, in students of journalism, media and communication learning how the global media market functions, and the implications of cultural globalisation for professional practice. This foundation unit will introduce you to the global nature of media production, and to your role as a future practitioner in a globalised media system.

Credit points: 12  Campus: Kelvin Grove  Teaching period: 2013 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 requires you to synthesise and apply concepts and methodologies that you have learned in earlier units. This unit focuses on developing in you a broader understanding of media, communication, and production through the lens of consumer cultures. The knowledge that you gain in this unit will inform your future professional, academic, and creative practices.

Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2013 SEM-2

KCB205 PROFESSIONAL COMMUNICATION
Professional Communication aims to enhance your career prospects by developing a better understanding of communication dynamics between individuals and groups in organisational settings. The unit will sharpen your practical and critical skills in situation analysis, project proposal development, formal document production, sponsor and client presentations, and workplace communication practices. Although the main focus of the unit is on the creative and cultural industries, the content and skills covered are applicable to a range of professions and career options.

Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2013 SEM-1 and 2013 SEM-2

KCB206 INTERNET, SELF AND BEYOND
The number of individuals in contemporary societies who use new media technologies to shape, (re)form and sustain their identities is on the rise. From social networking sites like Facebook and blogs to YouTube, this unit takes you through the critical enquiry of your use of new media in five aspects of everyday life: entertainment, socialisation, information, education and business, health and well-being, and beliefs and politics. This unit also introduces them to theories, issues and deliberations surrounding new media.
KCB301 MEDIA AUDIENCES
This unit provides you with a conceptual understanding of media audiences within industry and academic contexts. In addition, the unit introduces you to a range of practical skills that may be applied when undertaking audience research. 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 undertaking both postgraduate research in Media & Communication and those seeking employment in media industries.

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: 2013 SEM-1

KCB302 POLITICAL COMMUNICATION
This unit provides an overview of the theory and professional practices of political and parliamentary communication especially through the media and communications industries. The unit examines contemporary and historical political campaigns in Australia and internationally from the perspectives of media influence, strategic image and issue management, rhetorical models, and persuasion theory. The unit also considers how professional campaign consultants plan and develop political campaigns.

Equivalents: KCB311
Credit points: 12
Contact hours: 4 per week
Campus: Kelvin Grove
Teaching period: 2013 SEM-1 and 2013 SEM-2

KCB303 BRISBANE MEDIA MAP 1
Networks of industry and professional association are extremely important in media and communication industries. In this unit you will extend and apply your critical knowledge of media and communication to the task of deepening your understanding of these networks. Through developing and updating the Brisbane Media Map—an online resource that profiles media and communication industries in Brisbane—you will also refine your project planning and management skills, information analysis skills, and team leadership and membership skills. You will also explore ethical, communication, and intellectual property concerns that arise in the processes of undertaking a real-world media and communication industries project.

Other requisites: Unit coordinator approval is required. Students are expected to have completed 192cp of undergraduate study.

Equivalents: KCB201, KCB295
Credit points: 12
Contact hours: 4 per week
Campus: Kelvin Grove
Teaching period: 2013 SEM-1 and 2013 SEM-2

KCB305 BRISBANE MEDIA MAP 2
Networks of industry and professional associations are extremely important in media and communication industries. In this unit you will extend, apply and deepen your understanding of these networks through developing and updating the Brisbane Media Map - an online resource that profiles media and communication industries in Brisbane. You will also refine your project planning and management skills, information analysis skills, and team leadership and membership skills.

Prerequisites: KCB303
Credit points: 12
Campus: Kelvin Grove
Teaching period: 2013 SEM-2

KCB307 MAKING MEDIA CONNECTIONS 1
Issues surrounding ‘The Media’ are a common source of interest for the media itself, and too the general public. Media and communication students should be well-positioned to make an informed contribution to these debates, but often lack the ability to communicate with a general audience. This unit will therefore assist students in this regard, helping them to become a visible part of the public discourse.

Other requisites: Unit coordinator approval is required. Students are expected to have a GPA over 5.0 and to have completed 192cp of undergraduate study.

Equivalents: KCB301
Credit points: 12
Campus: Kelvin Grove
Teaching period: 2013 SEM-1 and 2013 SEM-2

KCB308 MAKING MEDIA CONNECTIONS 2
Issues surrounding ‘The Media’ are a common source of interest for the media itself, and to the general public. Media and communication students should be well-positioned to make an informed contribution to these debates, but often lack the ability to communicate with a general audience. This unit will therefore assist students in this regard, helping them to become a visible part of the public discourse.

Prerequisites: KCB307
Credit points: 12
Campus: Kelvin Grove
Teaching period: 2013 SEM-2

KCB310 CONTEMPORARY INVESTIGATION IN JOURNALISM, MEDIA AND COMMUNICATION
Research skills are an important element of graduate capabilities, applicable to scholarly work at Honours and higher degree level, and also to professional practice. This unit makes available at the Bachelor level the internationally recognised expertise of world-leading research active staff within the creative industries faculty. It will enable you to explore the possibilities of academic research, design a project, and acquire data gathering, analysis and
presentation skills of value to subsequent study and employment.

Credit points: 12  Campus: Kelvin Grove  Teaching period: 2013 SEM-2

KJB102 INTRODUCTION TO JOURNALISM, MEDIA AND COMMUNICATION
This unit introduces you to core concepts and key knowledge essential for subsequent study in Journalism, and Media & Communication. It combines teaching about media organisations with communication theory and practitioner perspectives drawn from a range of relevant industry sectors. The unit creates a foundation on which you will build in subsequent semesters.

Credit points: 12  Campus: Kelvin Grove  Teaching period: 2013 SEM-1

KJB103 MEDIA DESIGN AND LAYOUT
Visual communication techniques are essential in capturing the attention of an increasingly visual literate society. Understanding how to design well is growing in importance in a society that is time poor and overloaded with competing sources of media. You will learn how to apply design theory in a variety of visual communication contexts relevant to the journalism, media and communication industries.

Antirequisites: KCB304, KJB211  Credit points: 12  Campus: Kelvin Grove  Teaching period: 2013 SEM-2

KKB341 WORK INTEGRATED LEARNING 1
It is important that Creative Industries students gain real work industry-based 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 advanced-level (capstone) 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
Antirequisites: KKB343, KKB344, BEB701,BEB702  Credit points: 12  Contact hours: Varies according to discipline-specific internship requirements  Campus: Kelvin Grove  Teaching period: 2013 SEM-1, 2013 SEM-2 and 2013 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. Normally projects are advertised in the preceding semester through the 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. Normally projects are advertised in the preceding semester through the Creative Industries Projects.

Credit points: 12  Campus: Kelvin Grove  Teaching period: 2013 SEM-2

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.

Antirequisites: LSB321, LSB365, LSB365, LSB475  Credit points: 12  Contact hours: 4 per week  Campus: Gardens Point  Teaching period: 2013 SEM-1 and 2013 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: 2013 SEM-2

PUB215 PUBLIC HEALTH PRACTICE
In this unit students will gain an understanding of: the structure of the Public Health workforce; the professional frameworks and future career pathways available; the 'Practice Profiles' of graduates specialising in specific fields in Public Health; the ways in which Public Health graduates work collaboratively with other professionals in this field; and the workplace experience including professional roles, ethical responsibilities and practical skills of graduates.
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
Teaching period: 2013 SEM-1 and 2013 SEM-2

PUB326 EPIDEMIOLOGY
Epidemiology is the core scientific method of public health. It is the study of the distribution of disease and health 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 (Ext PU40 Pub Hlth students only)
Campus: Kelvin Grove and External
Teaching period: 2013 SEM-1

PUB332 SUSTAINABLE ENVIRONMENTS FOR HEALTH
This unit provides an overview of environmental health and introduces the importance of achieving environments that are able to sustain human health. In particular, the unit covers the practice of environmental health, its scientific foundations, and its integral place in the overarching discipline of public health.

Antirequisites: PUB107
Credit points: 12
Campus: Kelvin Grove
Teaching period: 2013 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: 2013 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: 2013 SEM-2

PUB436 EVIDENCE BASED PRACTICE
This unit equips students with the skills to identify, critically analyse and evaluate evidence, and to implement evidence-based practice within their chosen profession.

Credit points: 12
Campus: Kelvin Grove and External
Teaching period: 2013 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: 2013 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: 2013 SEM-1

PUB530 HEALTH EDUCATION AND BEHAVIOUR CHANGE
This unit gives students the skills to bring about change in health-related behaviours through educational interventions. Topics covered include key health education and behaviour change theories, frameworks, strategies; approaches to
bring about change in different contexts; research and design of educational interventions to suit different target populations in different settings, using evidence-based practice; and health literacy as a function of health education.

Antirequisites: PUB329, PUB341  
Credit points: 12  
Campus: Kelvin Grove  
Teaching period: 2013 SEM-1

PUB545 HEALTH POLICY, PLANNING AND ADVOCACY
This unit consolidates knowledge of health policy development and reform and the processes that translate policy into public health practice. Topics covered include translating a health policy into a plan for professional practice; critical examination of advocacy processes and the impact on policies; planning and evaluating the impact of programs; and policy strategies in collaborative teams.

Prerequisites: Completion of 192cp  
Antirequisites: PUB511  
Credit points: 12  
Campus: Kelvin Grove and External  
Teaching period: 2013 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.

Antirequisites: PUN105  
Credit points: 12  
Contact hours: 3 per week  
Campus: Kelvin Grove  
Teaching period: 2013 SEM-2

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: PUB251  
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: 2013 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

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. [Designated unit]

Prerequisites: (Completion of 240 cp including PUB514) or (Completion of 240cp including SWB401 and SWB312)  
Antirequisites: PUB645, PUB821  
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: 2013 SEM-2

PYB100 FOUNDATION PSYCHOLOGY
This unit provides an introduction to the major content areas of psychology, including an introduction to psychological research and report-writing, for students intending to pursue further studies in psychology.

Psychology is a broad-ranging and multifaceted discipline which encompasses the scientific study of human behaviour, and the systematic application of knowledge gained from psychological research to a broad range of applied issues. The goal of this introductory unit is to introduce you to the major subfields and perspectives in psychology, and to develop your understanding of the research methods and report-writing conventions used in psychological research.

Antirequisites: PYB012  
Equivalents: PYB101  
Credit points: 12  
Contact hours: 3 hours per week  
Campus: Gardens Point and Kelvin Grove  
Teaching period: 2013
SEM-1, 2013 SEM-2 and 2013 SUM-1

**XNB151 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.

**Equivalents:** PUB201  **Credit points:** 12  **Campus:** Kelvin Grove  **Teaching period:** 2013 SEM-1 and 2013 SEM-2