In this course you will learn to plan, execute and evaluate advertising and PR campaigns that drive sales and impact consumer behaviour. You will learn skills including advertising theory and practice, copywriting, media planning, advertising management, consumer behaviour and public relations planning and techniques.

This course reflects the industry trend toward full-service agency approaches to communication and is designed to help you develop the skills and make the contacts you will need as a graduate entrant to the workplace. Your studies will help you learn how to think critically and research effectively, so you can develop smart organisational communication that responds to the pressures of complex environments. These skills mean you will be ready to face the challenges of whatever fast-changing context you will be working in.

You’ll be equipped to create and plan behavioural change campaigns, communicate using a variety of media channels, and engage effectively with different audiences, such as employees, customers, communities and governments. Your studies will be rounded out by a choice of either a second major or minors and electives such as work integrated learning, internships or international study tours that allow you to graduate work ready through engagement with industry.

**Why choose this course?**
Advertising professionals are creative communicators who find solutions to meet the needs of clients and consumers. Public relations professionals manage the relationships between organisations and the people they rely on. Together, advertising and public relations help organisations change stakeholder behaviour through story-telling that is compelling and ethical.

In this course, you’ll learn the creative skills that advertising and public relations demand. With so many new media channels emerging and constantly evolving, there’s a broad range of skills that you’ll require including written, oral, visual and interpersonal that are transferable across industry sectors. You’ll be equipped to create and plan campaigns, manage reputations and relationships with a variety of stakeholders. The course will also enable you to use advertising and strategic public relations to effectively communicate and engage with employees, customers, communities and governments.

Sarah Owens, Public Relations and Media Liaison
**Find your dream role**

‘I was part of the communications and public relations team that worked on the Queen’s Baton Relay. The opportunity to work for the Gold Coast Commonwealth Games 2018 was a dream come true. After working across multiple communication roles it was a chance to come home and put the skills and experience I’d developed around the world to work.’
Bachelor of Communication (Advertising and Public Relations)

Real-world learning
Tailor your studies to meet a specific career outcome or broaden your experience to create wider employment options. Opportunities exist for internships and work placements in a broad range of industry organisations. Students have completed placements with Queensland Investment Corporation, River Living, Flying Arts and Bare Publicity.

Our lecturers have extensive real-world industry experience. Through them you’ll learn about the theory and practice of advertising and public relations, develop the technical understanding to undertake market and audience research, and delve into the psychological habits of the consumer.

Assumed knowledge
Before you start this course we assume you have sound knowledge in these areas

- English

We assume that you have knowledge equivalent to four semesters at high school level (Years 11 and 12) with sound achievement (4, SA).

Course structure
To meet the course requirements of the Bachelor of Communication (Advertising and Public Relations), you must complete a total of 288 credit points, made up of:

- an advertising and public relations major (144 credit points)
- four core units (48 credit points)
- complementary studies: a second major (96 credit points), two minors (48 credit points each), or one minor (48 credit points) and 48 credit points chosen from unit options (electives).

Study overseas
Study overseas while earning credit towards your QUT creative industries degree with one of our worldwide exchange partners.

Overseas study can be for one or two semesters (or during the semester break) and the units you take can be in a creative or non-creative discipline area, depending on how they match with your QUT course.

Careers and outcomes
This degree gives you globally transferable skills that are attractive to employers seeking to develop communication-based solutions to real-world opportunities and challenges.

Professional recognition
Graduates may satisfy the academic requirements for membership of the Advertising Institute of Australia or the Society of Business Communicators.

Fees
HECS-HELP
You may be eligible for HECS-HELP, a loan scheme to help you pay your course fees, if you are an Australian citizen or hold an Australian permanent humanitarian visa. For other conditions read the HECS-HELP information.

Student Services and Amenities Fee
You’ll need to pay the student services and amenities fee as part of your course costs. You may be eligible for SA-HELP, a loan scheme to help you pay your student services and amenities fee, if you are an Australian citizen or hold an Australian permanent humanitarian visa. For other conditions read the SA-HELP information.