Overview

Subject Area: *Media*

This course provides a comprehensive introduction to Public Relations and Advertising Principles in an Australian and international context. You will examine the history, growth, and contemporary influence of both disciplines. The foundations of PR and advertising are studied, as are their influence within and outside organisations, and the linkages both disciplines have in the “communications mix”. You will be able to understand similarity and difference between PR and advertising in relation to communication strategy, research, media relations, industry and professional pathways. You will also gain an appreciation of the ethical dimensions and issues in allied communication disciplines.
Faculty of Arts and Social Sciences

School of Arts and Media

Study Level
Undergraduate

Offering Terms
Term 3

Campus
Kensington

Delivery Mode
Fully on-site

Indicative contact hours
4

Timetable
Visit timetable website for details
Conditions for Enrolment

Prerequisite: Enrolment in a single or dual award Media program
Course Outline

To access course outline, please visit:

MDIA1003 Course Outline
Fees

Commonwealth Supported Students $836
Domestic Students $4620
International Students $4710

DISCLAIMER
Please note that the University reserves the right to vary student fees in line with relevant legislation. This fee information is provided as a guide and more specific information about fees, including fee policy, can be found on the fee website.

For advice about fees for courses with a fee displayed as "Not Applicable", including some Work Experience and UNSW Canberra at ADFA courses, please contact the relevant Faculty. Fees for courses delivered through UNSW Global are published and charged by UNSW Global and thus appear as "Not Applicable" on this site.

Where a Commonwealth Supported Students fee is displayed, it does not guarantee such places are available.
Pre-2019 Handbook Editions

Access past handbook editions (2018 and prior)

Pre-2019 Handbook Editions
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Authorised by Deputy Vice-Chancellor (Academic)
CRICOS Provider Code 00098G
ABN: 57 195 873 179