

MATRICES 2019



CAREER IN PUBLIC RELATIONS



Public relations officers plan, develop, put into place and evaluate information and communication strategies that present an organisation to the public, clients and other stakeholders. They also promote good information flow within their organisation - [Good Universities Guide - Public Relations Officer](#).

Several universities in Victoria offer **public relations degrees**, or **public relations** as a **major** in other degrees - some of these are listed below.

For a comprehensive list of courses offering public relations (including the many double-degree options) on offer at universities, visit [VTAC](#).

INSTITUTION	COURSE NAME	VCE PREREQs	MAJOR STUDIES IN 2019	ATAR 2019
DEAKIN M - Melbourne G – Geelong Waurin Ponds	Communication (Public Relations)	Units 3 and 4: a study score of at least 30 in English (EAL) or at least 25 in English other than EAL.	Campaigns and event management, Ethical communication, Marketing communication, Media and communication, Media relations, Professional writing, Public affairs, Public relations, Public relations management, Social media, Strategic communication.	66.00 (M) 72.90 (GW)
LA TROBE M - Melbourne	Media and Communication (Public Relations)	Units 3 and 4: a study score of at least 25 in English (EAL) or at least 20 in English other than EAL.	Public relations, Strategic communication.	57.55 (M)
MONASH Ca – Caulfield	Media and Communication	Units 3 and 4: a study score of at least 30 in English (EAL) or at least 25 in English other than EAL.	Digital humanities, Journalism, Media, Public relations, Screen.	80.00 (Ca)
RMIT C – City	Communication (Professional Communications)	Units 3 and 4: a study score of at least 30 in any English.	Advertising, Asian studies, Cinema studies, Communication, Journalism, Literature, Media production, Politics, Popular culture, Public relations.	82.90 (C)
	Communication (Public Relations)	Units 3 and 4: a study score of at least 32 in any English.	Business practice, Communication management, Communication research, Leadership, Marketing communication, Professional practice, Public relations, Strategic planning, Writing.	80.50 (C)
SWINBURNE H – Hawthorn * - Professional degree	Media and Communication	Units 3 and 4: a study score of at least 30 in English (EAL) or at least 25 in English other than EAL.	Advertising, Cinema and screen studies, Creative writing and literature, Digital advertising technology, Games and interactivity, Journalism, Media industries, Professional Writing and Editing, Public relations, Social media.	80.10 (H) * 60.00 (H)