

**UNIVERSITY OF TECHNOLOGY, SYDNEY
FACULTY OF HUMANITIES AND SOCIAL SCIENCES**

BACHELOR OF ARTS IN COMMUNICATION (PUBLIC COMMUNICATION)

ADVANCED STANDING

Credit Transfer Package for Nanyang Polytechnic, Singapore

Under the credit transfer scheme detailed below, students enrolling in the Bachelor of Arts in Communication (Public Communication) who have completed the *Diploma in Media Studies and Management* from Nanyang Polytechnic with a GPA of 5.0/7 or better are eligible to apply for exemption from the subjects listed below.

Students eligible for the package will receive exemption for 48 credit points which is equivalent to one year of full time study.

Subjects exempted

Compulsory subjects

50105 Communication and Information Environments	6 credit points
50106 Media Information and Society	6 credit points
50118 Public Communication Processes	6 credit points
50495 Research and Writing for Public Communication	<u>6 credit points</u>
	24 credit points

Elective subjects

3 x Unspecified electives	24 credit points
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Students may commence the program in Autumn semester. A suggested program of study for completion of the course in 4 semesters of full time study is outlined overleaf.

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**SUGGESTED PROGRAMME OF STUDY COMMENCING IN
AUTUMN SEMESTER**

YEAR 1

Autumn Semester

50107 Rethinking Culture	6 credit points
50480 Conceptual Frameworks for Public Communication	8 credit points
50159 Public Relations Principles OR	
50497 Advertising Principles and Production	<u>8 credit points</u>
	22 credit points

Spring Semester

50108 Contemporary Cultures	6 credit points
50111 Colonialism and Modernity	6 credit points
50125 Communication and Audience	8 credit points
50160 Public Relations Strategies OR	
50498 Advertising Creative Strategies	<u>8 credit points</u>
	28 credit points

YEAR 2

Autumn Semester

50483 Strategic Organisational Communication	8 credit points
50109 Power and Change in Australia	6 credit points
50499 Public Relations Contexts and Applications OR	
50651 Strategic Advertising Contexts and Applications	<u>8 credit points</u>
	22 credit points

Spring Semester

200 or 300 subject from any Disciplinary strand	8 credit points
Elective subject	8 credit points
50650 Public Relations Professional Practice OR	
50652 Advertising Professional Practice	<u>8 credit points</u>
	24 credit points