

Selection of a major and/or a minor/s within BP354 Bachelor of Professional Communication for applicants seeking credit.

When you study the Bachelor of Professional Communication you will have the option to undertake majors in advertising, digital communication and/or public relations to hone your expertise or expand your knowledge with a selection of up to three four-course minors in a range of communication, media, business and creative disciplines.

This form must be completed to assist us in assessing your application for credit.

Section 1: Applicant information

Student / Applicant ID (if known)

Title

Family name

Given name

Date of birth

Email

Are you a current RMIT Vietnam student? Yes No

If yes, please state below the degree you are currently enrolled in

The following sections provide you information on the program structure, list of majors and minors within the program. You will be required to select **only one** combination within the program structure.

Section 2: Program structure

For more information about the program structure, please visit its [webpage](#). It includes the list of the courses within the program.

You must complete a total of 288 credit points. (Twenty-four 12 credit point courses) as follows:

Year 1: Four (4) Foundation courses (48 Credit points) and 48 Credit points from your chosen combination; and

Year 2: Eight (8) Courses (96 Credit points) from your chosen combination; and

Year 3: Eight (8) Courses (96 Credit points) from your chosen combination.

List of Combinations

Combination 1: Complete One (1) Major (96 Credit Points) and Three (3) Minors (48 credit points each = total 144 credit points). A minimum of one minor must be from the Media and Communication Minor list

Combination 2: Complete Two (2) Majors (96 Credit Points each = total 192 credit points) and One (1) Minor (48 Credit points)

Combination 3: Complete One (1) Major (96 Credit Points), Two (2) Minors (48 credit points each = total 96 credit points) and Four (4) Courses (48 Credit Points) of Program Option courses or University Electives. A minimum of one minor must be from the Media and Communication Minor list

Combination 4: Complete Two (2) Majors (96 Credit Points each = total 192 credit points) and Four (4) Courses (48 credit Points) of Program Option courses or University Electives.

'Program options' include courses in the Program Options list and all courses listed within each minor.

'University Electives' can be found on the [RMIT University Electives webpage](#).

NOTE: If you use a course toward the completion of a major or minor, you cannot use that same course again to count toward another major or minor.

NOTE: Not all major and minor fields of study can be undertaken together.

List of Majors

Within the Bachelor of Professional Communication, there are three majors for you to choose from:

Advertising

The Advertising major combines theoretical and industry knowledge with hands-on professional skills including copywriting, art direction and strategy planning. Hone your creative thinking to solve communication problems and build an emotional bond between a brand and consumers.

Digital Communication

In the Digital Communications major, you'll explore how to use digital platforms and technologies from perspectives including strategy, telling stories, content development and audience engagement. This includes both creating and measuring the impact of your content through various techniques, tools and metrics.

Public Relations (PR)

Public relations is a career for people with enquiring minds. The heart of modern PR jobs is advising organisations on how to enhance their working relationships and reputation. With the public relations major, you'll gain the skills to effectively communicate your organisation's message to a range of different audiences.

List of Minors**Advertising**

Acquire industry-relevant creative and strategic skills while gaining an understanding of advertising in the broader context of communication and marketing practice. Learn about advertising's pivotal role in driving brand awareness, influencing consumer perceptions and achieving business objectives.

Approaches to Popular Culture

Examine different pop culture environments, social trends and histories from celebrity, screen and music culture to new and old forms of technology.

Asian Media and Culture

Asia's diverse cultures, politics, and societies are among the world's most vibrant, dynamic and complex. Deepen your understanding of the rise of Asia, the impact of digital media on mobility and popular culture, and the interrelation of gender and social change.

Business and Technology

Digital technology is completely changing the world of business. Learn how by studying topics such as cybersecurity, fintech, and managing in digital contexts.

Cinema Studies

Cinema Studies uses films as a lens to illuminate history, culture, contemporary society, technology, and the medium itself. Students develop essential skills in audio-visual analysis and critical thinking, arriving at understandings of cinema texts and cultures in a global context.

Contemporary Politics and Communication

Investigate big questions – decarbonising economies, audience democracy, turmoil in political journalism, making publics for social change, the housing crisis and the Voice, automation and how we govern ourselves at work – while staying focussed on the communication angle.

Digital Communication

Create engaging content, collect and analyse data, develop digital and social media skills, and understand the rapidly changing digital media landscape. Prepare yourself for a variety of communication roles with the flexibility to work in any industry sector.

Entrepreneurship

Discover the ideas and strategies of some of Australia's new and established entrepreneurs. Gain the confidence and entrepreneurial skills to launch and manage exciting business ventures.

Gender Studies

Understandings of gender, sex and sexuality are central to contemporary life, and more complex and contested than ever. Develop language and contexts for reading and analysing our world in your professional, political and everyday lives.

Journalism

Introduces practical journalism skills required for a contemporary or allied journalism career. Using RMIT's world-class facilities, address practical and theoretical aspects of journalism, including reporting and writing, ethics, law, podcasting and photography.

Law and Emerging Technology

Develop specialist knowledge and skills related to the laws and policies that govern the digital media environment including in intellectual property, artificial intelligence and blockchain.

Literary Studies

Explore and examine the ways language and imagination combine to create exemplary literary works reflecting real-world concerns – from short stories to novels, poems, plays, and film, to non-fiction, lyric and critical essays.

Marketing

Become prepared to take on roles in fields like digital marketing, brand management, campaign strategy and customer analytics

Media

Blends practical skills with creativity so you can build the knowledge needed to work across film, television, radio, social and digital media. You will produce innovative and compelling content across a wide range of existing and emerging media platforms.

Photography

Learn from practising photographers, artists and leading academics in purpose-built studios using modern photographic equipment and specialist software.

Public Relations

Prepare for the fast-evolving landscape of corporate, government, non-profit, and consulting sectors. Public relations is for enquiring minds – develop expertise in strengthening relationships, boosting reputation, and adeptly conveying organisational messages to diverse audiences.

Section 3: Selection of your major/s and/or minors

Please select **only one** combination you would like to study.

- ☐ **Combination 1:** One (1) Major (96 Credit Points) and Three (3) Minors (48 credit points each = total 144 credit points). A minimum of one minor must be from the Media and Communication Minor list.

Select major

Select minor 1

(Media & Communication minor)

Select minor 2

Select minor 3

- ☐ **Combination 2:** Two (2) Majors (96 Credit Points each = total 192 credit points) and One (1) Minor (48 credit points)

Select major 1

Select major 2

Select minor

- ☐ **Combination 3:** One (1) Major (96 Credit Points), Two (2) Minors (48 credit points each = total 96 credit points) and Four (4) Courses (48 credit Points) of Program Option courses or University Electives. A minimum of one minor must be from the Media and Communication Minor list

Select major 1

Select minor 1

(Media & Communication minor)

Select minor 2

- ☐ **Combination 4:** Two (2) Majors (96 Credit Points each = total 192 credit points) and Four (4) Courses (48 credit points) of Program Option courses or University Electives.

Select major 1

Select major 2

Important: Please note that if you make any changes from your original chosen combination during your enrolment, you need to notify the respective School ASAP through [RMIT Student Connect](#). The change may impact on your enrolment and affect the remaining duration of your program.

Section 4: Privacy notice

The information you provide in this form will be used by RMIT to assess your application for study and to administer any subsequent enrolment in accordance with RMIT's policies and procedures. Your personal information will be handled in accordance with the [RMIT Privacy Statement](#).

The information you provide on this form and during enrolment may be made available to the Australian Government, State Agencies and other designated authorities under the ESOS Act 2000, ESOS Regulations 2001 and the National Code. Information about you can be disclosed without consent where authorised or required by law.

RMIT University's policies require that the information on this form be supplied. Please note that failure to do so, or to supply only part of it, may result in your application being unable to be considered. In addition, any offer of a place may be revoked, and enrolment cancelled if the information supplied is incomplete, false or misleading.

You can access and amend your information via the [RMIT University Application System](#). For more information about how RMIT University collects, uses, discloses and stores your personal information, see the [RMIT Privacy Statement](#).

Section 5: Applicant declaration

Please read and sign the following applicant certification. This form is not valid unless signed and dated. I

agree that:

- I have read and understood the [RMIT Privacy Statement](#) and accept its conditions.
- I will be bound by the statutes, regulations, standards of conduct and policies of RMIT as amended from time to time.
- I consent to receiving information electronically from the University.

I acknowledge that:

- The submission of incorrect or incomplete information may result in the withdrawal of any offer and/or cancellation of enrolment by RMIT at any stage.

I certify that:

- The information supplied in this form and any supporting documentation or materials is correct and complete.
- My response to questions and any work submitted as part of my application are my own original work.
- It is my responsibility to provide all relevant and required documentary evidence of my qualification/s.

I authorise RMIT to:

- obtain further information with respect to my submission from other organisations.
- provide information to government, educational, health and other relevant institutions, in the processing of, or in conjunction with, my application.

Signed

Date
