

Selected course descriptions

Introduction to Public Relations

A general introduction to the history and evolution of public relations theory and practice, and how the profession operates today in the worlds of business, government, the non-profit sector and elsewhere.

Introduction to Advertising

A general introduction to the advertising industry, its role in the economy and society, and key principles underpinning the operations of the industry.

Strategic Public Relations Planning

A study of key concepts of strategic planning in business, and how these have been applied to the development of strategic planning concepts and processes common in public relations practice around the world. Students learn from a range of different planning models to help them develop sound, effective public relations strategies capable of achieving clear objectives, and capable of precise measurement and evaluation.

Understanding Advertising Media

A study of media planning and buying processes and how these are informed by clear research into market needs and a comprehensive understanding of the media consumption habits of different groups in the community.

Admission requirements

Usual admission requirements to the undergraduate degree programs is successful completion of Year 12. In addition, students must provide evidence of one of the following:

- IELTS 6.5+ (no band below 6.0)
- TOEFL Paper based 580+ (TWE 4.5+)
- TOEFL Computer based 233+ (TWE 4.5+)
- TOEFL Internet based 92+ (no band below 20)
- Successful completion of RMIT Vietnam English Advanced Level (Level 7)

Note: TOEFL and IELTS results are recognised for two years from the test date. RMIT English results are only recognised for one year from the test date.

Admission procedure

RMIT Vietnam has three semesters per calendar year with intakes each semester for academic programs (subject to demand).

Application deadlines for 2010 are:

- 23 April for June intake
- 20 August for October intake
- 17 December for February 2011 intake

Offers will be based on academic merit (Year 12 or equivalent). Applicants who do not receive an offer for the initial intake may be considered for the subsequent intakes.

Applicants who wish to apply for credit for previous studies should contact RMIT Vietnam Student Recruitment Department for further details.

Contact details

RMIT International University Vietnam
Student Recruitment Department

Saigon South Campus

702 Nguyen Van Linh Boulevard
Tan Phong Ward, District 7,
Ho Chi Minh City
Tel +84 8 3776 1369
Fax +84 8 3776 1399
Email: enquiries@rmit.edu.vn

Hanoi Campus (*)

Mailing address
Handi Resco Building
521 Kim Ma Street, Ba Dinh District,
Hanoi

Entrance address
Handi Resco Building
Ngoc Khanh Lake
9 Pham Huy Thong Street, Ba Dinh
District, Hanoi
Tel +84 4 3726 1460
Fax +84 4 3726 1469
Email: hanoi.enquiries@rmit.edu.vn

www.rmit.edu.vn

(*) effective from April 2010

2010 Undergraduate Professional Communication



**BUILDING
SUCCESS
THROUGH BETTER
COMMUNICATION**

Bachelor of Communication (Professional Communication)

RMIT program code

BP 222

Location

Saigon South

Mode & duration

2 years full-time

Program overview

The program prepares you to enter a career in one of the most interesting, challenging and fast-growing fields in the world: professional communication.

Professionals in fields like public relations and advertising are playing a growing role in the success of local and international companies, agencies and government organisations.

By advising on how best to communicate with different groups of people, communication professionals can do rewarding and worthwhile work in many different organisations.

Their work includes: developing public relations strategies (planning how to approach different groups of people and work with them to achieve success), planning and writing advertising, working with journalists and other media people, writing internet content, writing articles, preparing speeches and publications, organising events, and many other activities.

Career prospects

RMIT Vietnam produces knowledgeable and work-ready graduates who enter the workforce with skills required by business, industry and government around the world.

Local and overseas roles include Public Relations Manager, Advertising Manager, Corporate Affairs Adviser, Creative Director, Community Relations Manager, Advertising Copywriter, Investor Relations Adviser, Web Content Manager, Government Relations Manager, and many others.

Some graduates may also wish to start their own consulting businesses.

Teaching methods and assessment

The learning and teaching process aims to combine theory with the practical realities of professional working environments. Formal lectures are combined with interactive learning exercises which focus on developing critical and reflective thinking, information-based judgement, creative insight, and the ability to use and further develop important strategic and creative planning processes. Assessment tasks combine written, oral and visual techniques, as well as both individual and group project work.

Program structure

This program comprises six semesters over two years (three semesters per year), with four courses undertaken each semester. It is equivalent to a three year undergraduate degree offered by RMIT University in Australia. The program includes the following courses (subject to change):

Introduction to Advertising
Introduction to Public Relations
Visual Language
Public Relations Writing for the Media
Practice and Theory of Creativity
Strategic Public Relations Planning
Theories of Communication and Persuasion
Complementary Skills for Communicators
Specialist Public Relations
Understanding Advertising Media
Communication Research and Evaluation
Client Management
Internship

You will also study a series of further courses which will broaden your understanding of general issues involving business, media and culture in the Asian region.

In addition, you will have the opportunity to gain practical working experience in industry in the fields of advertising and/or public relations.



A Professional Communication class discussion

Professional Communication offers me a great opportunity to pursue my dream career of being a PR practitioner. The program provides me with both useful knowledge and practical skills required by the industry. Apart from that, I find myself becoming more confident in communicating both personally and publicly. Surrounded by many professional communicators-to-be, Professional Communication program is also a good environment for new friendships to start and last.

Nguyen Truong Thien Son

Semester 4 -
Bachelor of Communication
(Professional Communication)

In my view, RMIT is the best university in Vietnam. We work very hard here but we are also well supported by enthusiastic lecturers. The Professional Communication program is organised professionally and the courses provide us with good background knowledge that meets industry demands. I really enjoy the Workplace Orientation Course in which we are guided in career orientation and get to talk to industry guest speakers. I want to become an in-house public relations specialist and now I know what it's like to work in that job.

Chu Kim Hue

Semester 4 -
Bachelor of Communication
(Professional Communication)