# BMS(Hons) Public Relations (Single Major)

## Year 1
- **PUBRL101** Introduction to Public Relations
- ACCTN101, DIGIB101 ECONS101, FINAN101 LCOMM101 LCOMM102 MGSYS101 or STMGT101
- One from List A 100 Level
- **STMGT101** Introduction to Management
- One from List A 100 Level
- One from List A 100 Level
- 100 Level Elective
- 100 Level Elective

## Year 2
- **PUBRL201** Media Relations and Publicity
- PUBRL202 Health Communication Campaigns
- PUBRL204 Contemporary Public Relations Writing
- One from List A 200 Level
- One from List A 200 Level
- 100 Level or above Elective
- 200 Level Elective
- 200 Level Elective

## Year 3
- **PUBRL301** Stakeholder and Community Engagement
- PUBRL302 Issues and Crisis Management
- DIGIB301 LCOMM301 LCOMM303 or PUBRL303
- DIGIB301 LCOMM301 LCOMM303 or PUBRL303
- **MNMGT3** Cultural Perspectives and Sustainability for Management
- 200 Level Elective
- 200 Level Elective
- 200 Level Elective

## Year 4
- **PROFESSIONAL OR RESEARCH STREAM**

### Note:
Please see page 144 for List A.

### Papers (15 points unless stated otherwise)
- ACCTN101 Accounting for Management
- DIGIB101 The World of Digital Business
- ECONS101 Business Economics and the New Zealand Economy
- FINAN101 Introduction to Finance
- LCOMM101 Introduction to Leadership Communication
- LCOMM102 Communication in an Online Society
- MGSYS101 Integrated Thinking – Digital Business and Supply Chain Management
- DIGIB301 Social Media Analytics
- LCOMM301 Professional Speaking
- LCOMM303 Leading Social Change
- PUBRL303 Events Management

*Note: Paper code to be finalised.

* If STMGT101 is selected for the major then this paper is replaced by a List A paper.