

AQF LEVEL	AQF LEVEL 7 CRITERIA – BACHELOR DEGREE	PROGRAM LEARNING OUTCOMES
PURPOSE	The Bachelor Degree qualifies individuals who apply a broad and coherent body of knowledge in a range of contexts to undertake professional work and as a pathway for further learning.	
KNOWLEDGE	Graduates of a Bachelor Degree will have a broad and coherent body of knowledge, with depth in the underlying principles and concepts in one or more disciplines as a basis for independent lifelong learning.	Graduates of the Bachelor of Public Relations and Communication will have: <ul style="list-style-type: none"> a broad and coherent body of knowledge about media, society and communicative practice knowledge of the principles and practices of research in a Public Relations industry environment knowledge of cross-cultural competence, global awareness and social justice in order to communicate with both professional and personal ethical reflection and a commitment to life-long inquiry and civic engagement.
SKILLS	Graduates of a Bachelor Degree will have: <ul style="list-style-type: none"> cognitive skills to review critically, analyse, consolidate and synthesise knowledge cognitive and technical skills to demonstrate a broad understanding of knowledge with depth in some areas cognitive and creative skills to exercise critical thinking and judgement in identifying and solving problems with intellectual independence communication skills to present a clear, coherent and independent exposition of knowledge and ideas 	Graduates of the Bachelor of Public Relations and Communication will have: <ul style="list-style-type: none"> cognitive skills to question, investigate, critically analyse and knowledge of media, society and communicative practice cognitive technical and creative skills to investigate, gather information, critique and synthesize knowledge about communication in general, with depth in Public Relations skills in communication and creative expression to articulate ideas communication skills to present clearly and coherently to a diverse audience.

APPLICATION OF KNOWLEDGE & SKILLS

Graduates of a Bachelor Degree will demonstrate the application of knowledge and skills:

- with initiative and judgement in planning, problem solving and decision making in professional practice and/or scholarship
- to adapt knowledge and skills in diverse contexts
- with responsibility and accountability for own learning and professional practice and in collaboration with others within broad parameters

Graduates of the Bachelor of Public Relations and Communication will demonstrate the application of knowledge and skills in diverse public, professional, creative and/or scholarly pathways:

- with initiative and judgement in research, thinking, theories and methods to address complex issues in producing effective communications
- with reasoned decisions based on verifiable information and evidence and communicating that to audiences large and small
- with critical, ethical, creative and imaginative thinking in making communication decisions
- by adapting and applying their knowledge productively with reference to relevant communication contexts
- by assessing and using individual, written, audio-visual and online research sources
- by communicating professionally and creatively through oral, textual, visual, digital and interpersonal modes to contribute to the transmission of ideas and social improvement
- with responsibility and accountability to work independently and collaboratively to produce effective communications within a wide range of challenging professional contexts.