

Graduate Certificate in Public Relations (GCPR) - GradCertPR

This program is offered only to continuing students. No new admissions will be accepted. Students who are interested in this study area should [contact us](#).

	Distance education
Semester intake:	No new admissions
Fees:	Domestic full fee paying place International full fee paying place
Standard duration:	1 year part-time
Program articulation:	To: Master of Public Relations

Contact us

Current students

Telephone 1800 007 252 (within Australia freecall), +61 7 4631 2285 (from outside Australia), email usq.support@usq.edu.au or submit a question via [Ask USQ](#).

Program focus

The courses are designed to provide a blend of theoretical understanding and professional application, which provide a practical approach to developing expertise as a professional public relations specialist.

Program aims

The program aims to produce graduates who have a specialised and advanced training in the area of public relations; have developed expertise in organisational communication, publicity and promotion, applied elements of news making, professional writing; specialist practices in consultation and issues/crisis management. These equip graduates to function as professional communicators.

Program objectives

On successful completion of the program students should be able to:

- apply an understanding of the range of activities needed to develop effective strategic public relations approaches
- develop public relations consulting capabilities in specialised areas of public relations work
- enhance and maintain the corporate image and reputation through the integration of effective public relations approaches and practices
- apply an understanding of public relations principles to the effective management of organisation-public relationships
- develop advanced level communication capabilities and apply these to the practice of managing and leading organisational communication
- under supervised direction, complete any given public relations activities.

Admission requirements

Admission requirements to the Graduate Certificate shall be a three year undergraduate qualification, or; demonstrated equivalent industry qualifications, or; at least five years industry experience, or; IPRM Diploma plus three years industry experience.

International applicants must have met the [University's English language requirements](#) or have completed the [University's ELICOS/EAP programs](#).

How to apply

Domestic students

[Application for postgraduate programs](#) may be made directly to USQ.

International students

This program is offered to international students. An international student is a person who is not an Australian or New Zealand citizen and not an Australian permanent resident. Please refer to [USQ International](#) for information about entry requirements, visa arrangements and how to apply.

Program fees

Domestic full fee paying place

Domestic full fee paying places are funded entirely through the full fees paid by the student. Full fees vary depending on the courses that are taken. You are able to calculate the fees for a particular course via the [Course Fee Finder](#).

Permanent Humanitarian Visa holders, Permanent Resident visa holders and New Zealand citizens who reside outside Australia pay full tuition fees.

Domestic full fee paying students may be eligible to defer their fees through a Government loan called [FEE-HELP](#).

International full fee paying place

International students pay full fees. Full fees vary depending on the courses that are taken and whether they are studied on-campus, via distance education/online. You are able to calculate the fees for a particular course via the [Course Fee Finder](#).

Program structure

The program comprises four units drawn from the [Master of Public Relations](#). The courses will provide a practical approach to the professional public relations specialist. For those already working in the field of public relations, introductory courses may be substituted with other external study courses offered by the Faculty of Arts.

Required time limits

Students have a maximum of 2 years to complete this program.

Articulation

For those who have completed the Graduate Certificate of Public Relations it is possible to articulate into the Master in Public Relations with exemptions/transfers for the relevant courses completed in the Graduate Certificate in Public Relations.

Recommended enrolment pattern

Course	Major study: General Study						Enrolment requirements
	Year of program and semester in which course is normally studied						
	On-campus (ONC)		External (EXT)		Online (WEB)		
	Year	Sem	Year	Sem	Year	Sem	
Choose any 4 of the following courses:							
PRL5000 Corporate Communication			1	1			
PRL5004 Professional Communication*				2			
PRL5021 Professional Communication Project				2			
PRL8007 Deliberative Community Participation and Engagement						1	

Major study: General Study							
Course	Year of program and semester in which course is normally studied						Enrolment requirements
	On-campus (ONC)		External (EXT)		Online (WEB)		
	Year	Sem	Year	Sem	Year	Sem	
PRL5002 Strategic Issues and Crisis Management				2			
PRL8005 Management Communication				2			

Footnotes

* Students who have completed an undergraduate major in Public Relations within the last 10 years, or who have at least three years' experience in public relations are encouraged NOT to undertake [PRL5000](#) or [PRL5004](#)

Notes:

This program does not in itself qualify the graduate for membership of the PRIA.