

Graduate Certificate in Public Relations (GCPR) - GradCertPR

	Distance education
Semester intake:	Semester 1 (March) Semester 2 (July)
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

Future Australian and New Zealand students	Future International students	Current students
Ask a question Freecall (within Australia): 1800 640 678 Phone (from outside Australia): +61 7 4631 5315 Email: studyarts@usq.edu.au	Ask a question Phone: +61 7 4631 5543 Email: international@usq.edu.au	Ask a question Freecall (within Australia): 1800 007 252 Phone (from outside Australia): +61 7 4631 2285 Email usqassist@usq.edu.au

Program focus

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.

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 communicating, publicity and promotion, applied elements of news making, writing techniques at the print and broadcast level; and can function as professional communicators.

Program objectives

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

- evaluate the effectiveness of public relations for an organisation
- understand the range of activities needed to organise and complete a public relations program
- prepare and write publicity material
- enhance and maintain the corporate image
- 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. Applicants who are admitted as Members of the PRIA and who have passed the PRIA administered examination or who have graduated from a PRIA accredited university program with similar aims and objectives will be granted exemptions but will be required to undertake additional courses in mass communication.

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

How to apply

Domestic students

[Application for postgraduate programs](#) may be made directly to USQ. You should ensure you submit your application by the [closing dates](#).

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](#).

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 or the Graduate Diploma of Professional Communication (PR major), 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 and the Graduate Diploma of Public Relations (PR major).

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		
PRL5000 Corporate Communication				1			
PRL5004 Professional Communication*				1			

Consult the Handbook on the Web at <http://www.usq.edu.au/handbook/current> for any updates that may occur during the year.
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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	
PRL8005 Management Communication				2			Pre-requisite: Students must be enrolled in one of the following Programs: MPRL or GCPR
PRL5002 Crisis Management				2			

Footnotes

* Students who have completed/passed CMS5002 do not enrol in [PRL5004](#)

Notes:

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