

Master of Public Relations (MPRL) - MPubRel

	Distance education
Semester intake:	Semester 1 (February) Semester 2 (July) Semester 3 (November)
Fees:	Domestic full fee paying place International full fee paying place
Standard duration:	3 semesters full-time, 6 semesters part-time
Program articulation:	From: Graduate Certificate in Public Relations

Contact us

Future Australian and New Zealand students	Future International students	Current students
Ask a question Freecall (within Australia): 1800 269 500 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 usq.support@usq.edu.au

Program focus

The focus of this program is on strategic-level public relations. The courses are designed to provide a blend of theoretical understanding and professional application, in addressing public relations specialisations that contribute to this strategic approach, such as crisis management, community consultation, financial communication and organisational communication.

Career opportunities

The Master of Public Relations aims to enhance the career prospects of public relations practitioners through specialised professional development; whilst also providing students with experience in other fields entry into the discipline of public relations.

Professional accreditation

Accreditation with PRIA is pending.

Program aims

The Master of Public Relations degree aims to prepare students to:

- demonstrate an informed and rational understanding of salient contemporary issues in corporate communication
- pursue a scholarly and informed study, to a publishable standard, of the relevance of corporate communication to aspects of organisational communication including strategic planning, risk management and management behaviour
- employ public relations communication theory to design and implement field research in a range of contemporary issues and problems in all aspects of corporate communication
- select and apply appropriate and professionally sound communication principles into the design and practice of corporate communication

- provide best practices in planning and organisation to corporate public relations.

Program objectives

On successful completion of the Master of Public Relations degree students should be able to:

- display an informed awareness of the central role of the agencies, technical discourses and production processes of corporate communication in societal and political contexts
- apply communication and public relations theory to publishable analyses of organisational communication practices
- make appropriate and ethically justified applications of research methodology to the study and investigation of public relations practices
- initiate, plan and execute campaign and program tasks to a high professional level in a selected area of organisational communication.

Admission requirements

Admission requirements to the Master of Public Relations shall be a three year undergraduate qualification, or; demonstrated equivalent industry qualifications, or; at least five years relevant 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 Master of Public Relations is an eight course program offered by external study (EXT) and web (WEB) modes only. (For those already working in the field of public relations, introductory courses may be substituted with other external study courses offered at USQ. This program may be studied in full-time mode (2 - 3 semesters), or part-time mode (recommended 6 semesters).

Required time limits

Students have a maximum of 3 years to complete this program.

IT requirements

Students should refer to the Division of ICT Services website for advice on [computing requirements](#).

Exit points

Normally all applicants for the Master of Public Relations enrol initially into the Masters program but may elect to exit with the Graduate Certificate in Public Relations program. The Graduate Certificate program requires the study of four courses that provide practical elements required by the specialist public relations practitioner.

Exemptions

Students in the Master of Public Relations may apply for consideration for up to a maximum of four units of exemptions or credit transfer.

Exemptions granted for equivalent postgraduate study from a recognised university or institution must meet the following specific requirements:

- the course passed was taken at least at Masters or equivalent level
- the course was passed within five years prior to the application (courses up to 10 years old may be considered if evidence is provided that the applicant has been employed in that field)
- the course passed is equivalent in objectives, content and weightings to a course prescribed in the Master of Public Relations, or alternatively, the course is suitable as an elective.

Students who do hold a relevant tertiary qualification at degree or equivalent level, and who have additionally accrued a minimum of five years industry experience, may make application for exemptions on the basis of work experience. Students must:

- provide written statements for each course exemption being sought, demonstrating how the course objectives and topics have been achieved through employment experience
- provide a full curriculum vitae to assist in the assessment of applications for exemptions.

Students who do not hold a tertiary qualification at degree or equivalent level from a recognised institution, and who have been granted entry to the Master of Public Relations on the basis of equivalent work experience, will not be eligible to apply for exemptions on the basis of work experience.

To apply, students should submit an Exemption Claim Form. Applications for exemption should be submitted prior to, or at the time of, enrolment in the Master of Public Relations. Each claim will be assessed on individual merit in line with the University's exemption policies. Exemptions approved in this program will not automatically apply to other programs offered by USQ.

Recommended enrolment pattern

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	
Choose eight of the following courses:							
PRL5000 Corporate Communication			1	1	1	1	
PRL5004 Professional Communication*			1	2			
PRL5002 Strategic Issues and Crisis Management			1	2			
PRL8005 Management Communication			1	2			
PRL8003 Strategic Communication Planning			2	1			
PRL8004 Financial Communication			2	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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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	
PRL8007 Deliberative Community Participation and Engagement					2	1	
PRL8006 Strategic Communication Project			2	2			Pre-requisite: PRL8003
CMS8010 Communication Research Methodology					2	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 [PRL5004](#)