Master of Public Relations (MPRL) - MPubRel

<table>
<thead>
<tr>
<th>Distance education</th>
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| **Semester intake:** | Semester 1 (March)  
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

<table>
<thead>
<tr>
<th>Future Australian and New Zealand students</th>
<th>Future International students</th>
<th>Current students</th>
</tr>
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</table>
| 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 usqassist@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 with prior industry experience and/or previous related study may apply for consideration for exemption of up to 50 per cent of the Master of Public Relations but may be required to successfully complete alternative courses in lieu of those awarded exemption.

Recommended enrolment pattern

<table>
<thead>
<tr>
<th>Course</th>
<th>Year of program and semester in which course is normally studied</th>
<th>Enrolment requirements</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>On-campus (ONC)</td>
<td>External (EXT)</td>
</tr>
<tr>
<td></td>
<td>Year</td>
<td>Sem</td>
</tr>
<tr>
<td>Choose one of the following two courses:</td>
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<td></td>
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<tr>
<td>PRL5004 Professional Communication*</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>PRL5021 Professional Communication Project</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Choose seven of the following eight courses:</td>
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<tr>
<td>PRL5000 Corporate Communication</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>PRL5002 Strategic Issues and Crisis Management</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>PRL8003 Strategic Communication Planning</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>PRL8004 Financial Communication</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>PRL8007 Deliberative Community Participation and Engagement</td>
<td>2</td>
<td>1</td>
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<tr>
<td>PRL8005 Management Communication</td>
<td>2</td>
<td>2</td>
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<tr>
<td>PRL8006 Strategic Communication Project</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Approved Elective**</td>
<td>1</td>
<td>1, 2, 3</td>
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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
** The Approved Elective may consist of other postgraduate courses offered by USQ.