

Graduate Diploma of Public Relations (GDPR) -

	Online
Semester intake:	Semester 1 (February)
Fees:	Domestic full fee paying place International full fee paying place
Standard duration:	Up to 4 years part-time
Program articulation:	From: Graduate Certificate of Public Relations

Contact us

Future Australian and New Zealand students	Future International students	Current students
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Program aims

This program is designed for prospective students who require professional development or a qualifications upgrade for a move into public relations management. The program aims to produce graduates who have an advanced awareness, understanding and appreciation of the complexities of rational thought, expression and behaviour they will encounter in a public relations career. Graduates will develop capacity for specialised inquiry and scholarship at a higher level. They will be able to apply their knowledge and skills in employment or community service, and have further enhanced their personal, cultural, creative and intellectual capacities.

Program objectives

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

- (1) synthesise and apply skills and knowledge in advanced professional contexts to solve real world issues and problems
- (2) evaluate and critically analyse a range of ideas and theories and ethical considerations pertaining to organisational communication and relationship development
- (3) apply advanced knowledge, skills and competency in the principles and practices public relations to effectively communicate with organisational stakeholders and communities
- (4) conceive, plan and execute work requiring research, scholarship, composition, and interpretation.

Australian Qualifications Framework

The Australian Qualifications Framework (AQF) is a single national, comprehensive system of qualifications offered by higher education institutions (including universities), vocational education and training institutions and secondary schools. Each AQF qualification has a set of descriptors which define the type and complexity of knowledge, skills and application of knowledge and skills that a graduate who has been awarded that qualification has attained, and the typical volume of learning associated with that qualification type.

This program is at AQF Qualification Level 08. Graduates at this level will have advanced knowledge and skills for professional or highly skilled work and/or further learning.

The full set of levels criteria and qualification type descriptors can be found by visiting www.aqf.edu.au.

Admission requirements

To be eligible for admission, applicants must satisfy the following requirements:

- Completion of an Australian university Bachelor degree in any area, or equivalent
or
- A minimum of five years' professional work experience equivalent to a qualification at AQF Level 7.
- English Language Proficiency requirements for Category 3.

All students are required to satisfy the applicable [English language requirements](#).

If students do not meet the English language requirements they may apply to study a University-approved [English language program](#). On successful completion of the English language program, students may be admitted to an award program.

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. Students 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](#) provided they meet the residency and citizenship requirements.

Australian citizens, Permanent Humanitarian Visa holders, Permanent Resident visa holders and New Zealand citizens who will be resident outside Australia for the duration of their program pay full tuition fees and are not eligible for [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. Students are able to calculate the fees for a particular course via the [Course Fee Finder](#).

Program structure

The Graduate Diploma of Public Relations consists of eight units of courses. Refer to the Recommended Enrolment Pattern.

Required time limits

Students have a maximum of 4 years to complete this program.

IT requirements

For information technology requirements please refer to the [minimum computing standards](#).

Exit points

Students may exit with the [Graduate Certificate of Public Relations](#) if they have successfully completed 4 courses as follows:

- 4 compulsory courses from the [Graduate Certificate of Public Relations](#).

Recommended Enrolment Pattern

Students are able to enrol in any offered mode of a course (on-campus, external or online), regardless of the program mode of study they enrolled in.

Course	Year of program and semester in which course is normally studied						Enrolment requirements
	On-campus (ONC)		External (EXT)		Online (ONL)		
	Year	Sem	Year	Sem	Year	Sem	
PRL5000 Change Communication [†]					1	1	
PRL5004 Professional Communication [‡]					1	2	
PRL5002 Strategic Issues and Crisis Management [†]					1	2	
PRL8008 Social Media for Organisations					1	2	
PRL8007 Community Participation [‡]					1	1	
PRL8005 Management Communication [†]					1	1	
PRL8010 Public Relations Research and Campaigns [‡]					1	2	
PRL8003 Strategic Communication Planning [‡]					1	1	

Footnotes

[†] This course is offered in odd numbered years only.

[‡] This course is offered in even numbered years only.