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		

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• 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

Recommended enrolment pattern

- 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.

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