

- 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](#).

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](#) 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. 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 online (ONL) 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 suit1ontent and weighti: