

## Master of Public Relations (MPRL) - MPubRel

This program is offered only to continuing students. No new admissions will be accepted. Students who are interested in this study area should [contact us](#).

|                              | External  |
|------------------------------|---|
| <b>Semester intake:</b>      | No new admissions   |
| <b>Fees:</b>                 | Domestic full fee paying place<br>International full fee paying place |
| <b>Standard duration:</b>    | 3 semesters full-time, 6 semesters part-time                          |
| <b>Program articulation:</b> | From:   |

### Contact us

| Current students   |
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| <a href="#">Ask a question</a><br>Freecall (within Australia): 1800 007 252<br>Phone (from outside Australia): +61 7 4631 2285<br>Email <a href="mailto:usq.support@usq.edu.au">usq.support@usq.edu.au</a> |

### 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.



- 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 credit on the basis of work experience. Students must:

- provide written statements for each course credit 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 credit.

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 credit on the basis of work experience.

To apply, students should submit an Credit Claim Form. Applications for credit 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 USQ policy. Credit approved in this program will not automatically apply to other programs offered by USQ.

### **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.

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Consult the Handbook on the Web at <http://www.usq.edu.au/handbook/current> for any updates that may occur during the year.  
(DISCONTINUED) Master of Public Relations (MPRL) - MPubRel (2017)

‡ This course is offered in even-numbered years only.