

## 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 International full fee paying place
<b>Standard duration:</b>	3 semesters full-time, 6 semesters part-time
<b>Program articulation:</b>	From: <a href="#">Graduate Certificate of Public Relations</a>

### Contact us

Current students
<a href="#">Ask a question</a> Freecall (within Australia): 1800 007 252 Phone (from outside Australia): +61 7 4631 2285 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 inv





Consult the Handbook on the Web at

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