Master of Business (Public Relations)

This course is designed for practitioners to sharpen or further their skills, or for those seeking a career change to this field. The discipline studies are designed as a comprehensive survey of public relations. They provide an overview of the foundations of public relations theory and practice; problems and opportunities in communicating with the corporate audience; development of mass media strategy and tactics; and a systematic exploration of the planning, management and evaluation of public relations campaigns.

QUT’s Master of Business has been redesigned to ensure it meets the new quality assurance standards set by the Australian Qualifications Framework for masters by coursework programs. The learning outcomes of the course have been refreshed to provide you with a more engaging and real world learning experience.

Why choose this course?
This course is designed to extend your real-world public relations knowledge and skills. Public relations focuses on how to build organisational relationships, write for and liaise with the media, and make public relations decisions across the corporate, government, agency and not-for-profit sectors.

In undertaking this study area you will also acquire the skills to manage public relations issues, respond to public opinion and work to protect reputations for real world organisations. Throughout the course you will develop a portfolio of work to demonstrate your advanced knowledge, skills and potential to employers.

Flexible delivery
Units in this postgraduate program are delivered using a mix of face-to-face, online and blended learning technologies. All course materials are placed online including course lecture materials, practical session guides, readings and help guides.

Real-world learning
Developed in consultation with industry, our programs incorporate real-world case analysis, activities and workplace projects. You will also benefit from meaningful connections with industry leaders and practitioners as they share their insights into essential skills and attributes needed for professional practice.

Lachlan McKenzie
Teaching staff with industry experience

‘I definitely wouldn’t be where I am if it wasn’t for my studies at QUT. The lecturers’ knowledge is more valuable than any textbook. Having lecturers and tutors who manage corporate communications on a daily basis share their secrets, and the real story behind how the media works, certainly opened my eyes. My supervisors allowed me to be creative with assignments, not confining me to a scope that limited my learning.’
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You will learn how to exercise creativity, independent judgement and critical reflection, to plan, design, adapt and implement strategies and solutions that contribute to real world business practice and research.

Your knowledge and research skills are taken to an advanced level in the capstone unit of this course. This unit comprises a workplace experience project or a business case project.

Entry requirements

Academic entry requirements
As part of QUT’s application for admission process, you will be automatically assessed for the 1.5 year program. If you wish to be considered for the 2 year program only, please indicate this on your application form.

November admission is dependent on your educational background and program duration.

Master of Business - 1.5 year program
- February and July: A completed recognised bachelor degree in business or related field with a minimum grade point average (GPA) of 4.00 (on QUT’s 7 point scale).
- November: A completed recognised bachelor degree in marketing, mass communication or journalism with a minimum grade point average (GPA) of 4.0 (on QUT’s 7 point scale).

Master of Business - 2 year program
- February, July and November: A completed recognised bachelor degree in any discipline with a minimum grade point average (GPA) of 4.00 (on QUT’s 7 point scale).

Pathway
Graduate Certificate in Business and Communication: Applicants with an overall IELTS score of 6 (Reading and Writing no less than 5.5 and no other sub-score below 5) (or accepted equivalent) may be considered for the GradCert/Masters pathway.

Course structure
The Master of Business is designed in three blocks of study:
1. Foundation studies (48 credit points)
2. Discipline studies (96 credit points)
3. Complementary studies (48 credit points)

Students with an undergraduate degree that is not in Business or a related field of study will undertake 192 credit points of study commencing with Foundation studies.

Students who have completed an undergraduate degree in Business or related field of study with a minimum GPA of 4 (on a 7 point scale) will undertake 144 credit points of study in their course.

The enrolment program students will undertake will depend on their prior study:

- Undergraduate degree in the same discipline as their chosen major: Students will commence their study in the Discipline studies block.
- Undergraduate Business degree in a different discipline to their chosen major: Students will commence their study in the Foundation studies block.

November admission is dependent on your educational background and program duration, please refer to the Course structure Summer Semester (November) commencement as specified units may only be available.

Students will be able to access course progression advice from the School of Advertising, Marketing and Public Relations.

Careers and outcomes
Public relations specialists advise on how to manage and portray corporate and organisational identities. You will acquire professional communication skills for employment in corporate, government, consultancy and not-for-profit sectors.

Our graduates enter the marketplace as public relations managers and consultants, special event managers, promotions managers, media advisers, information officers, and corporate communication officers.

Professional recognition
This course is accredited by the industry’s peak professional body, the Public Relations Institute of Australia, which provides access to professional education and career opportunities. Graduates of accredited courses are eligible for entry to professional levels of membership of the Institute. QUT maintains strong links with this body and a number of our teaching staff hold executive positions.

Advanced standing
Students who have articulated from the Graduate Certificate in Business (Public Relations) may receive exemptions for up to 48 credit points.

Advanced standing may also be available to students who have studied a related postgraduate program with another institution within the last five years.

Recognition of prior learning
If you hold a recognised undergraduate degree, in a related discipline study area, your experience in our Master of Business program will be tailored to your learning needs.

Your work experience in a related field may also be considered for recognition of prior learning.

Early exit
Students may exit from the Master of Business (BS11) at the following stages, once those particular course requirements have been met:
- Graduate Diploma of Business (BS79) (Study Area A)
- Graduate Certificate in Business (BS39) (Study Area A).

Business advantage
The QUT Business School’s Business Advantage program is a free program offered to all business students. It can help you develop skills through interaction, discussion, cooperation and debate with other students and leaders from business, government, education and community sectors. The program includes: guest presentations from inspiring industry, community and university leaders; sessions focused on specific social and professional skills;
challenging interaction aimed at developing skills through new experiences; and provides a certificate of completion for you to include in your resume or portfolio. Not only does this program offer you excellent networking opportunities, but also the opportunity to gain highly relevant experiences and skills that you can apply throughout your career.