Master of Business (Public Relations) - Online Delivery Only (BS16)

**Year offered:** 2010  
**Admissions:** Yes  
**CRICOS code:** 059599K  

**Course duration (full-time):** 3 semesters (1.5 years) (PR online delivery not available full-time)  
**Course duration (part-time):** 6 semesters (3 years)  

**Domestic fees (indicative):** 2010: Full fee tuition $9,500 (indicative) per semester  
**International Fees (indicative):** 2010: Full fee tuition $11,000 (indicative) per semester  
**Total credit points:** 144  

**Standard credit points per full-time semester:** 48  
**Standard credit points per part-time semester:** 24  

**Course coordinator:** Dr Amanda Gudmundsson  
**Discipline coordinator:** Mr Bill Proud

**Overview**  
Postgraduate study in public relations is designed for practitioners to sharpen or further their skills, or those seeking a career change to this field. The major is designed as a systematic and comprehensive survey of the discipline of public relations. It provides an overview of the foundations of public relations theory and practice, problems and opportunities in communicating with the corporate audience, theories underpinning public opinion and mass media effects, mass media strategy and tactics, and a systematic exploration of the planning, management and evaluation of public relations campaigns. This online program is only available part-time.

**Course design**  
Students are required to complete 144 credit points of units. Please refer to the course structures for information on specific unit requirements.

Students enrolled in the Master of Business (BS16) who wish to exit early from this course and graduate with a Graduate Diploma in Business, may do so after they have successfully completed eight 96 credit point units, where a minimum of 72 credit points are within the same discipline area, approved by the Course Coordinator.

**Abbreviation**  
MBus(Public Relations)

**Other majors**  
See also separate entries to the following majors in this course: Accounting, Applied Finance, Human Resource Management, Integrated Marketing Communication, International Business, Marketing, Philanthropy and Nonprofit Studies, Professional Accounting, Public Relations (internal) and Strategic Advertising. These majors are offered internally and not via online delivery mode.

**Entry requirements (domestic students)**  
An undergraduate degree or equivalent in any field with an overall minimum Grade Point Average (GPA) of 4.0 (on a 7 point scale).

**Articulation**  
Students who have articulated from the Graduate Certificate in Business may receive advanced standing for 48 credit points.

**Part Time, Semester 1 entry**

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<th>Year 1, Semester 1</th>
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| AMN461 | Corporate Media Strategy and Tactics  
| AMN465 | Public Relations Management  
| AMN401 | Integrated Marketing Communication  

**Year 1, Semester 2**

| AMN442 | Marketing Management  
| AMN462 | Community Consultation and Engagement  

**Year 2, Semester 1**

| AMN401 | Integrated Marketing Communication  
| AMN403 | Marketing and Survey Research  

**Year 2, Semester 2**

| AMN460 | Corporate and Investor Relations  
| AMN467 | Public Relations Campaigns  

**Year 3, Semester 1**

| AMN404 | Readings in Integrated Marketing Communication  
| AMN468 | Issues and Crisis Management  

**Year 3, Semester 2**

| AMN406 | Project  

**Part Time, Semester 2 entry**

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**Year 2, Semester 1**

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**Year 2, Semester 2**

| AMN460 | Corporate and Investor Relations  
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**Year 3, Semester 1**

| AMN404 | Readings in Integrated Marketing Communication  
| AMN468 | Issues and Crisis Management  

**Year 3, Semester 2**

| AMN406 | Project  

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This unit provides a detailed overview of marketing research to support decision making in the areas of advertising, integrated marketing communication, marketing and public relations. The unit builds an advanced understanding of the use of survey research to support the descriptive and predictive information needs of management in such areas as consumer opinions and behaviour, and stakeholder analyses. Students will explore issues related to survey research design, questionnaire development and administration, sampling, measurement, data analysis including descriptive and multivariate statistics and presentation of research results.

**Antirequisites:** MIN413  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Gardens Point  **Teaching period:** 2010 SEM-1 and 2010 SEM-2

**AMN404 READINGS IN INTEGRATED MARKETING COMMUNICATION**

The unit provides participants with the opportunity to make a detailed exploration of the literature on a particular topic or problem in the area of Integrated Marketing Communication under the direction of a supervisor. The readings integrate and consolidate theory and research related to IMC and from other studies undertaken in the course. Students undertake a formal and systematic review of literature in a particular problem area of IMC related to their interests, project or thesis. Students may also explore work covered in other specialisations.

**Prerequisites:** AMN401  **Antirequisites:** CON416  **Credit points:** 12  **Contact hours:** Supervision only, Lecture in Week 1  **Campus:** Gardens Point  **Teaching period:** 2010 SEM-1, 2010 SEM-2 and 2010 SUM

**AMN406 PROJECT**

In this unit, students examine in detail a theoretical or empirical problem in one of the disciplines of advertising, marketing, public relations, or integrated marketing communication. The study is based in the published journal literature of the discipline and can involve primary research and analysis. Students can develop a communication audit of an organisation or a case study related to an organisation product or issue. Project supervision will be arranged by the Unit Coordinator through consultation with the student and available staff members.

**Prerequisites:** 96 credit points of approved prior studies in Advertising, Marketing and Public Relations units (AMN% units)  **Antirequisites:** CON405  **Credit points:** 24  **Contact hours:** 2-6 per week  **Campus:** Gardens Point  **Teaching period:** 2010 SEM-1, 2010 SEM-2 and 2010 SUM

**AMN442 MARKETING MANAGEMENT**

The study of marketing, marketing systems and marketing management and marketing planning within contemporary structure of social, cultural, political, economic, business...
and organisational environment. Concepts are applied through the study and construction of a marketing plan, which involves market and sales analysis, target market strategies, tactical decision planning, and implementation and control. Marketing management concepts are applied to virtual and physical markets and attention is given to a range of skills in finance, human resources, information and other skills needed by marketing managers in these markets.

**AMN460 CORPORATE AND INVESTOR RELATIONS**

This unit reviews all aspects of the public relations function in communicating with corporate audiences. Specific focus is placed on how corporate entities meet both regulatory and promotional requirements in communicating with special interest groups including shareholders and employees. Suitable communication tools are examined for use in ongoing communication programs.

**Antirequisites:** MIN422  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

**AMN461 CORPORATE MEDIA STRATEGY AND TACTICS**

This unit examines theories underpinning mass media and links these with the practice of public relations media tactics. Students analyse techniques and skills used in liaison with electronic media, print media, trade media and news media. Producing and evaluating communication materials such as news releases, features and media kits forms an important part of this unit. Students develop strategic thinking through analysis of contemporary media case studies.

**Antirequisites:** CON409  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1

**AMN462 COMMUNITY CONSULTATION AND ENGAGEMENT**

This unit introduces students to key engagement strategies of community information, consultation and participation. The unit develops student understanding of the theoretical foundations of engagement strategies and provides the skills and knowledge for students to analyse community engagement needs and establish engagement programs. Ethical practice is a key organising framework for this unit.

**Credit points:** 12  
**Contact hours:** 3  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-2

**AMN465 PUBLIC RELATIONS MANAGEMENT**

This unit provides learners with an overview of the theory and research that constitute the foundations of public relation practice. The unit provides a detailed inspection of communication processes necessary for the management of organisational relationships with publics. The unit focuses on such topics as issues management, organisational change, public opinion, and mass media effects in order to explore the foundations of contemporary public relations management.

**Antirequisites:** CON415  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

**AMN467 PUBLIC RELATIONS CAMPAIGNS**

This unit provides a systematic exploration of the planning, management and evaluation of public relations campaigns and programs. The primary goal of the unit is to build a detailed understanding of existing theory and research that informs the development and evaluation of public relations campaigns. The unit focuses on key problem areas of campaign management including strategy, design and evaluation.

**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-2

**AMN468 ISSUES AND CRISIS MANAGEMENT**

This unit examines the strategic management of crisis communication including for organisations. A strategic planning approach will be covered including organisation analysis, issues identification, audience prioritisation, strategy formulation, tactical planning and implementation and evaluation. Pre-crisis issues in management will be addressed as well as proactive and defensive communication strategies during crisis. The unit will demonstrate the application of general communication tools to a specialised area.

**Antirequisites:** CON409  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1