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

Year offered: 2011
Admissions: Yes
CRICOS code: 059599K
Course duration (full-time): 3 semesters (1.5 years)
Course duration (part-time): 6 semesters (3 years)
Domestic Fees (indicative): 2011: Full fee tuition $9,750 (indicative) per semester
International Fees (indicative): 2011: Full fee tuition $11,800 (indicative) per semester
Domestic Entry: February and July
Total credit points: 144
Standard credit points per full-time semester: 48
Standard credit points per part-time semester: 24
Course coordinator: Enquiries to Business Student Services on 3138 2050 or email bus@qut.edu.au
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
The Public Relations (Online delivery) major is only available in part-time mode.

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

Early Exit
Information on early exit options may be found on the Master of Business title page.

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.

English language requirements
In addition to the above academic entry requirements, standard English language requirements apply. See the details for ‘all degrees’ at: http://www.qut.edu.au/study/applying/english-language-requirements.jsp

Part Time, Semester 1 entry

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| Year 3, Semester 2 |
AMN406 Project

Part Time, Semester 2 entry

Year 1, Semester 2
AMN442 Marketing Management
AMN462 Community Consultation and Engagement

Year 2, Semester 1
AMN461 Corporate Media Strategy and Tactics
AMN465 Public Relations Management

Year 2, Semester 2
AMN460 Corporate and Investor Relations
AMN467 Public Relations Campaigns

Year 3, Semester 1
AMN401 Integrated Marketing Communication
AMN403 Marketing and Survey Research

Year 3, Semester 2
AMN406 Project

Year 4, Semester 1
AMN404 Readings in Integrated Marketing Communication
AMN468 Issues and Crisis Management

Potential Careers:
Government Officer, Manager, Policy Officer, Public Relations Officer/Consultant, Public Servant.

UNIT SYNOPSES

AMN401 INTEGRATED MARKETING COMMUNICATION
Integrated marketing communication (IMC) is a new discipline that seeks synergistic effect from integrating traditional marketing communication disciplines. This unit explores the development of IMC, looking at reasons for growth, barriers to implementation and organisation issues. Students are introduced to the strategic foundations of IMC, from consumer behaviour, to marketing strategy, to IMC campaign evaluation. The disciplines of advertising, public relations, direct response and sales promotion are then explored to highlight how each contributes to IMC planning.

AMN403 MARKETING AND SURVEY RESEARCH
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.

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.

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.

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<th>Course Code</th>
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**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.

**Antirequisites:** MIN422  
**Equivalents:** AMX442  
**Contact hours:** 3 per week  
**Campus:** Gardens Point and External  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

**AMN445 PUBLIC RELATIONS MANAGEMENT**

This unit provides learners with an overview of the theory and research that constitute the foundations of public relations 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  
**Equivalents:** AMX465  
**Contact hours:** 3 per week  
**Campus:** Gardens Point and External  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

**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:** CON409  
**Equivalents:** AMX460  
**Contact hours:** 3 per week  
**Campus:** Gardens Point and External  
**Teaching period:** 2011 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:** CON424  
**Equivalents:** AMX461  
**Contact hours:** 3 per week  
**Campus:** Gardens Point and External  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

**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.

**Antirequisites:** CON408  
**Equivalents:** AMX468  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1

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*Queensland University of Technology  
Brisbane Australia  
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