Master of Business (Public Relations) (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
International 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
Campus: Gardens Point

Why choose this course?
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.

Course design
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 for 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-Online and Strategic Advertising.

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

Pathways programs (international students)
Pathways units are designed for academically qualified students who do not meet the language requirements.

The Postgraduate Business Pathway program allows international students who have obtained IELTS 6.0 with no sub-band lower than 5.0 to enter some majors of the Master of Business (BS16) and Master of Business Advanced (BS17) on the condition they undertake two Communication units (QCD111 and QCD211) in the first semester of their postgraduate business course. This option is applicable to the following Majors: Strategic Advertising, Applied Finance, Integrated Marketing Communication, International Business, Marketing and Public Relations.

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

Public Relations Unit Set

<table>
<thead>
<tr>
<th>Public Relations Unit Set</th>
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<tbody>
<tr>
<td>AMN465 Public Relations Management</td>
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<tr>
<td>AMN403 Marketing and Survey Research</td>
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<tr>
<td>PLUS: Two units (24 cp) from the Complementary Studies list</td>
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<tr>
<td>AMN460 Corporate and Investor Relations</td>
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<tr>
<td>AMN461 Corporate Media Strategy and Tactics</td>
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<tr>
<td>AMN462 Community Consultation and Engagement</td>
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<td>AMN467 Public Relations Campaigns</td>
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<tr>
<td>AMN468 Issues and Crisis Management</td>
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<tr>
<td>PLUS: An additional 36 cp consisting of:</td>
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<tr>
<td>AMN406 Project</td>
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<tr>
<td>AND one AMN Option (Elective) unit (12 cp)</td>
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<tr>
<td>OR Three approved AMN Option (Elective) units (36 cp)</td>
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Full-time, Semester 1
Year 1, Semester 1
AMN465 Public Relations Management
AMN461 Corporate Media Strategy and Tactics
AMN468 Issues and Crisis Management
One unit from Complementary Studies List

Year 1, Semester 2
AMN460 Corporate and Investor Relations
AMN462 Community Consultation and Engagement
AMN467 Public Relations Campaigns
AMN403 Marketing and Survey Research

Year 2, Semester 1
One unit from Complementary Studies List
One approved AMN Option (Elective) unit
Plus:
AMN406 Project
Or
Two approved AMN Option (Elective) units

Full-time, Semester 2

Year 1, Semester 2
AMN465 Public Relations Management
AMN461 Corporate Media Strategy and Tactics
AMN460 Corporate and Investor Relations
One unit from Complementary Studies List

Year 2, Semester 1
AMN468 Issues and Crisis Management
AMN403 Marketing and Survey Research
One unit from Complementary Studies List
One approved AMN Option (Elective) unit

Year 2, Semester 2
AMN462 Community Consultation and Engagement
AMN467 Public Relations Campaigns

Plus:

Part-time, Semester 1

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

Year 1, Semester 2
AMN462 Community Consultation and Engagement
One unit from Complementary Studies List

Year 2, Semester 1
AMN403 Marketing and Survey Research
One unit from Complementary Studies List

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

Year 3, Semester 1
AMN468 Issues and Crisis Management
One approved AMN option (elective) unit

Year 3, Semester 2
AMN406 Project
Or
Two approved AMN Option (Elective) units

Part-time, Semester 2
Year 4, Semester 1

AMN406 Project
Or
Two approved AMN Option (Elective) units

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

UNIT SYNOPSIS

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.

Antirequisites: MIN413  Equivalents: AMX403  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point and External  Teaching period: 2011 SEM-1 and 2011 SEM-2

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: 60 credit points of approved prior studies in Advertising, Marketing and Public Relations units (AMN% units)  Antirequisites: CON405  Equivalents: AMX406  Credit points: 24  Contact hours: 2-6 per week  Campus: Gardens Point  Teaching period: 2011 SEM-1, 2011 SEM-2 and 2011 SUM

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  Credit points: 12  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  Credit points: 12  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.

Equivalents: AMX462  Credit points: 12  Contact hours: 3  Campus: Gardens Point and External  Teaching period: 2011 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  Equivalents: AMX465  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point and External  Teaching period: 2011 SEM-1 and 2011 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.

Equivalent: AMX467  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point and External  Teaching period: 2011 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: CON408  Equivalent: AMX468  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2011 SEM-1