Master of Business (Public Relations) (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
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: Dr Amanda Gudmundsson
Discipline coordinator: Mr Bill Proud
Campus: Gardens Point

Overview
Public relations specialists advise on how to manage and portray corporate and organisational identities. These courses are designed to develop public relations graduates who are capable of satisfying a need for professional communicators in corporate, government, consultancy and not-for-profit sectors. Our graduates enter the marketplace as public relations managers and consultants, editors of trade and specialist publications, speechwriters, special event managers, promotions managers, media advisers, information officers, and corporate communications officers and professionals.

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.

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 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 and Strategic Advertising.

Entry requirements (domestic and international 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).

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.studentservices.qut.edu.au/apply/internat/english.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 following Majors: Strategic Advertising, Applied Finance, Events Marketing and Management, 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
### Public Relations Unit Set

<table>
<thead>
<tr>
<th>AMN465</th>
<th>Public Relations Management</th>
</tr>
</thead>
<tbody>
<tr>
<td>AMN403</td>
<td>Marketing and Survey Research</td>
</tr>
<tr>
<td>PLUS:</td>
<td>Two units (24 cp) from the Complementary Studies list</td>
</tr>
<tr>
<td>AMN460</td>
<td>Corporate and Investor Relations</td>
</tr>
<tr>
<td>AMN461</td>
<td>Corporate Media Strategy and Tactics</td>
</tr>
<tr>
<td>AMN462</td>
<td>Community Consultation and Engagement</td>
</tr>
<tr>
<td>AMN467</td>
<td>Public Relations Campaigns</td>
</tr>
<tr>
<td>AMN468</td>
<td>Issues and Crisis Management</td>
</tr>
</tbody>
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PLUS: An additional 36 cp consisting of:

- AMN406 Project
- OR one AMN elective unit (12 cp)
- OR Three approved AMN Elective units (36 cp)

### 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 Elective
  - Plus:
    - AMN406 Project
    - OR Two approved AMN Elective units

### Year 2, Semester 2

- AMN468 Issues and Crisis Management
- AMN403 Marketing and Survey Research
  - One unit from Complementary Studies List
- One approved AMN Elective unit

### 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 Elective

**Year 3, Semester 2**

- AMN406 Project
  - OR Two approved AMN Elective units

### Part-time, Semester 2

**Year 1, Semester 2**

- AMN461 Corporate Media Strategy and Tactics
- AMN465 Public Relations Management
Year 2, Semester 1
AMN468 Issues and Crisis Management
One unit from Complementary Studies List

Year 2, Semester 2
AMN460 Corporate and Investor Relations
One unit from Complementary Studies List

Year 3, Semester 1
AMN403 Marketing and Survey Research
One approved AMN Elective

Year 3, Semester 2
AMN462 Community Consultation and Engagement
AMN467 Public Relations Campaigns

Year 4, Semester 1
AMN406 Project
Or
Two approved AMN Elective units

Public Relations Unit Set (PBP) (for continuing students only)

Part A – Compulsory Units (48 credit points):
AMN465 Public Relations Management
AMN403 Marketing and Survey Research
Two units from Foundation Studies List

Part B - Public Relations Area Studies (96 credit points):
AMN460 Corporate and Investor Relations
AMN461 Corporate Media Strategy and Tactics
AMN462 Community Consultation and Engagement
AMN467 Public Relations Campaigns
AMN468 Issues and Crisis Management
Plus:
AMN406 Project
and one elective unit
or
Three approved AMN Elective units

Full Time, Semester 2 (for continuing students only)

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

Year 2, Semester 1
AMN465 Public Relations Management
AMN403 Marketing and Survey Research
Two units from Foundation Studies List

Year 2, Semester 2
AMN462 Community Consultation and Engagement
AMN467 Public Relations Campaigns
Plus:
AMN406 Project
Or
Two approved AMN Elective units

Part Time, Semester 1 (for continuing students only)

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 Foundation Studies List  

**Year 2, Semester 1**

**AMN403** Marketing and Survey Research  
One unit from Foundation 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 Elective

**Year 3, Semester 2**

**AMN406** Project  
Or  
Two approved AMN Elective units

**Part Time, Semester 2 (for continuing students only)**

**Year 1, Semester 2**

**AMN461** Corporate Media Strategy and Tactics  
**AMN465** Public Relations Management

**Year 2, Semester 1**

**AMN468** Issues and Crisis Management  
One unit from Foundation Studies List

**Year 2, Semester 2**

**AMN460** Corporate and Investor Relations  
One unit from Foundation Studies List

**Year 3, Semester 1**

**AMN403** Marketing and Survey Research  
One approved AMN Elective

**Year 3, Semester 2**

**AMN462** Community Consultation and Engagement  
**AMN467** Public Relations Campaigns

**Year 4, Semester 1**

**AMN406** Project  
Or  
Two approved AMN Elective units

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

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**UNIT SYNOPSES**

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

**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  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 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: CON424  
Credit points: 12  
Contact hours: 3 per week  
Campus: Gardens Point  
Teaching period: 2010 SEM-1 and 2010 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.

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: CON408  
Credit points: 12  
Contact hours: 3 per week  
Campus: Gardens Point  
Teaching period: 2010 SEM-1