Master of Business (Public Relations) - Advanced (BS17)

Year offered: 2013
Admissions: Yes
CRICOS code: 059600M
Course duration (full-time): 2 years
Course duration (part-time): 4 years
Domestic Fees (indicative): 2013: $10,200 (indicative) per 48 credit points
Student Services and Amenities Fee
You'll need to pay the Student Services and Amenities Fee (SSAF) as part of your course costs. More information on the SSAF - http://www.student.qut.edu.au/fees-and-finances/study-costs/fee-schedule/table-I-student-services-and-amenities-fee

Start month: February, July
Deferment allowed: No
Total credit points: 192
Course coordinator: Enquiries to Business Student Services on 3138 2050 or email bus@qut.edu.au
Discipline coordinator: Mr Bill Proud
Campus: Gardens Point
Attendance: Part-time, Full-time
Additional Requirements:
An undergraduate degree or equivalent with a minimum Grade Point Average (GPA) of 4.0 (on a 7 point scale).

Course highlights
- Develop tradeable knowledge and strategic thinking to advance or change your career.
- Study public relations theory and practice; problems and opportunities in communication; mass media strategy; planning, managing and evaluating public relations campaigns.
- Prepares you for a career as a public relations manager and consultant, special event manager, promotions manager, media adviser, information officer, or corporate communications officer.
- Further your studies beyond a Master of Business, incorporating a thesis, coursework, or a minor in another discipline.
- Graduate accredited by the Public Relations Institute of Australia.

Details:
These courses are 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.

Career 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.

Structures and Units
Example course units
- Public Relations Management
- Public Relations Campaigns
- Community Consultation and Engagement
- Corporate and Investor Relations
- Corporate Media Strategy and Tactics
- Issues and Crisis Management
- Marketing and Survey Research

Course design
Students must undertake 192 credit points consisting of 144 credit points of prescribed units and 48 credit points of approved option (elective) units. Non-standardised course progression may result in unit selection difficulties. Students should contact the School of Advertising, Marketing and Public Relations for course progression advice.

Students who have completed an undergraduate degree in a Business related or other cognate degree directly related to the discipline area within the previous five years, may be eligible for exemptions up to a maximum of 48 credit points. For further information on exemptions, please refer to the Master of Business Advanced title page.

Some applicants may require unit substitution where they have studied the equivalent of some introductory units in their undergraduate qualification. Choice of unit substitution

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is subject to approval by the Subject Area Coordinator.

Public Relations Unit Set

Public Relations Unit Set
AMN465 Public Relations Management
AMN403 Marketing and Survey Research
Two units from Complementary Studies List
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 AMN Option unit
OR
Three approved AMN Option units
PLUS
EITHER:
(1) A 48cp minor from another Business stream,
OR
(2) 48 cp Dissertation*

* Conditions apply. Students wishing to undertake the Dissertation must seek advice early in their studies to confirm their eligibility and to ensure inclusion of preparatory units into their program.

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 2, Semester 2
EITHER:
(1) A 48cp minor from another Business stream
OR
(2) 48cp Dissertation

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 Foundation Studies List
One approved AMN Option unit

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

Year 3, Semester 1
EITHER:
(1) A 48cp from another Business stream: OR
(2) 48cp Dissertation

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
Two approved AMN Option unit

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

Year 4, Semester 1 and 2
EITHER:
(1) A 48cp from another Business stream; OR
(2) 48cp Dissertation

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 Option unit

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

Year 4, Semester 1
AMN406 Project

Year 4, Semester 2 and Year 5, Semester 1
EITHER:
(1) A 48cp minor from another Business stream; OR
(2) 48cp Dissertation

Potential Careers:
Corporate Relations Manager, Media or Communications Adviser, Public Affairs Manager, Public relations manager, Public Relations Officer/Consultant, Stakeholder Relations Specialist.

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
Equivalents: AMX403
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point and External
Teaching period: 2013 SEM-1 and 2013 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: 2013 SEM-1, 2013 SEM-2 and 2013 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: 2013 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: 2013 SEM-1 and 2013 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: 2013 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: 2013

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.

Equivalents: AMX467    Credit points: 12    Contact hours: 3 per week    Campus: Gardens Point and External    Teaching period: 2013 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    Equivalents: AMX468    Credit points: 12    Contact hours: 3 per week    Campus: Gardens Point    Teaching period: 2013 SEM-1