Graduate Certificate in Business (Public Relations) (BS39)

Year offered: 2011
Admissions: Yes
CRICOS code: 031769E
Course duration (full-time): 1 semesters (6 months)
Course duration (part-time): 2 semesters (1 year)
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: 48
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

Course Design
Students are required to complete 48 credit points (4 units). The course can be undertake either full-time (1 semester) or part-time (2 semesters).

Abbreviation
GradCertBus(Study Area A)

Other Majors

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

Articulation
With approval of the relevant Discipline Coordinator in conjunction with approval from the Course Coordinator, students may articulate from the Graduate Certificate in Business to a related Master of Business course, depending on the major undertaken. Students must meet the entry requirements and/or prerequisites for further study. Students completing the Graduate Certificate in Business (Public Relations) may articulate to the:
- BS16 Master of Business (Integrated Marketing Communication).

Course Structure

Public Relations
Students are required to complete the following 4 units (48 credit points):
AMN461 Corporate Media Strategy and Tactics
AMN465 Public Relations Management
Public Relations Option Unit
School of AMPR Option Unit

Potential Careers:
Public Relations Officer/Consultant.

UNIT SYNOPSES

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

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
SEM-1 and 2011 SEM-2

**Teaching period:** 2011