Graduate Certificate in Business (Public Relations) - Online Delivery Only (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)
International Fees (indicative): 2011: Full fee tuition $11,800 (indicative) per semester
Domestic 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: Internet

Overview
The Graduate Certificate in Business is effectively one-third of the Master of Business program. Graduate Certificate in Business (Public Relations) students will undertake 48 specified credit points (4 units) in your chosen discipline.

Course Design
Students are required to complete 48 credit points (4 units). The course is only available part-time (2 semesters).

Abbreviation
GradCertBus(Study Area A)

Other Majors
See also separate entries for the following majors in this course: Accounting, Applied Finance, Human Resource Management, Integrated Marketing Communication, Interdisciplinary, International Business, Marketing, Public Relations (internal delivery), Philanthropy and Nonprofit Studies, or Research Studies.

Entry requirements
For all specialisations except Applied Finance the entry requirements are an undergraduate degree in any field or equivalent with an overall minimum GPA of 4 (on a 7-point scale).

Special Entry
Applicants who have an undergraduate degree with a GPA below 4.0, may be considered for special entry following the approval of the Discipline Coordinator. Such applicants may be required to attend a selection interview and present a portfolio of work.

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 (Public Relations); or
- BS16 Master of Business (Integrated Marketing Communication).

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

Course structure

Public Relations - Online Unit Set
AMN461 Corporate Media Strategy and Tactics
AMN465 Public Relations Management
PLUS: one unit from the following:
AMN460 Corporate and Investor Relations
AMN462 Community Consultation and Engagement
AMN467 Public Relations Campaigns
PLUS: one unit from the following:
AMN401 Integrated Marketing Communication
AMN442 Marketing Management
AMN460 Corporate and Investor Relations
AMN462 Community Consultation and Engagement
AMN467 Public Relations Campaigns

UNIT SYNOPSIS

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. 

**Antirequisites:** CON421  **Equivalents:** AMX401  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Gardens Point and External  **Teaching period:** 2011 SEM-1 and 2011 SEM-2

**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  **Credit points:** 12  **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  **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. 

**Antirequisites:** AMN462  **Equivalents:** AMX465  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Gardens Point and External  **Teaching period:** 2011 SEM-2

**AMN465 PUBLIC RELATIONS CAMPAIGNS**

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-2