Graduate Certificate in Business (Public Relations) (BS39)

Year offered: 2013
Admissions: Yes
CRICOS code: 031769E
Course duration (full-time): 6 months
Course duration (part-time): 1 year
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-1-student-services-and-amenities-fee

Start month: February, July
Deferment allowed: No
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
External delivery: Online
Attendance: Part-time, Full-time
Additional Requirements:

For the Graduate Certificate in Business (Public Relations) the entry requirements are an undergraduate degree in any field or equivalent with an overall minimum GPA of 4 (on a 7-point scale).

Course highlights
- Choose a multidisciplinary specialisation, which allows you to select from any discipline area to suit your personal requirements.
- Opportunities to progress on to the Master of Business.
- Complete in 1 semester full-time or 2 semesters part-time.

Details:
The specialisations you can choose in the Graduate Certificate in Business offer a targeted group of units to broaden your knowledge in your selected business discipline.
The Graduate Certificate in Business is an excellent re-introduction to tertiary learning and an opportunity to update skills or, as one-third of the Master of Business program, a pathway to higher level study.

Structures and Units

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

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
- One unit from the Advertising, Marketing and Public Relations Unit Options

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

Potential Careers:
Public Relations Officer/Consultant.

UNIT SYNOPSES

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:** 2013 SEM-1 and 2013 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:** 2013 SEM-1 and 2013 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:** 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 SEM-1 and 2013 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.  

**Equivalents:** AMX467  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Gardens Point and External  **Teaching period:** 2013 SEM-2