

Graduate Certificate of Public Relations (GCPR) - GradCertPR

| | Online |
|------------------------------|---|
| Start: | Semester 1 (February) Semester 2 (July) |
| Fees: | Domestic full fee paying place International full fee paying place |
| Standard duration: | Up to 2 years part-time |
| Program articulation: | To: Graduate Diploma of Public Relations |

Notes:

In 2023 the program follows the Semester calendar. The [Academic Calendar and Important Dates](#) webpage will allow you to view and download a copy of the important dates for the Semester calendar.

Contact us

| Future Australian and New Zealand students | Future International students | Current students |
|---|---|--|
| Ask a question Freecall (within Australia): 1800 269 500 Phone (from outside Australia): +61 7 4631 5315 Email: study@usq.edu.au | Ask a question Phone: +61 7 4631 5543 Email: international@usq.edu.au | Ask a question Freecall (within Australia): 1800 007 252 Phone (from outside Australia): +61 7 4631 2285 Email usq.support@usq.edu.au |

Program aims

This program is designed for prospective students who require professional development or a qualifications upgrade for a move into public relations management. The program aims to produce graduates who have an advanced awareness, understanding and appreciation of the complexities of rational thought, expression and behaviour they will encounter in a public relations career. Graduates will develop capacity for specialised inquiry and scholarship at a higher level. They will be able to apply their knowledge and skills in employment or community service, and have further enhanced their personal, cultural, creative and intellectual capacities.

Program objectives

On successful completion of the program students should be able to:

- (1) synthesise and apply skills and knowledge in advanced professional contexts to solve real world issues and problems in an ethical way.
- (2) evaluate and critically analyse a range of ideas and theories pertaining to communication and development of organisational relationships.
- (3) apply advanced knowledge, skills and competency in the principles and practices of public relations to effectively and ethically communicate with organisational stakeholders and communities.

Admission requirements

To be eligible for admission, applicants must satisfy the following requirements:

- Completion of an Australian university Bachelor degree in any area, or equivalent.
or
A minimum of five years' professional work experience equivalent to a qualification at AQF Level 7.
- English Language Proficiency requirements for Category 3.

All students are required to satisfy the applicable [English language requirements](#).

If students do not meet the English language requirements they may apply to study a University-approved [English language program](#). On successful completion of the English language program, students may be admitted to an award program.

Program fees

Domestic full fee paying place

Domestic full fee paying places are funded entirely through the full fees paid by the student. Full fees vary depending on the courses that are taken. Students are able to calculate the fees for a particular course via the [Course Fee Schedule](#)

Domestic full fee paying students may be eligible to defer their fees through a Government loan called [FEE-HELP](#) provided they meet the residency and citizenship requirements.

Australian citizens, Permanent Humanitarian Visa holders, Permanent Resident visa holders and New Zealand citizens who will be resident outside Australia for the duration of their program pay full tuition fees and are not eligible for [FEE-Help](#).

International full fee paying place

International students pay full fees. Full fees vary depending on the courses that are taken and whether they are studied on-campus, external or online. Students are able to calculate the fees for a particular course via the [Course Fee Schedules](#).

Program structure

The Graduate Certificate of Public Relations consists of four units of courses. Refer to the Recommended Enrolment Pattern.

Required time limits

Students have a maximum of 2 years to complete this program.

IT requirements

For information technology requirements please refer to the [minimum computing standards](#).

Articulation

To [GDPR Graduate Diploma of Public Relations](#)

| Course | Year of program and semester in which course is normally studied | | | | | | Enrolment requirements |
|---|--|-----|----------------|-----|--------------|-----|------------------------|
| | On-campus (ONC) | | External (EXT) | | Online (ONL) | | |
| | Year | Sem | Year | Sem | Year | Sem | |
| PRL5000 Change Communication ^{<} | | | | | 1 | 1 | |
| PRL5004 Professional Communication [#] | | | | | 1 | 2 | |
| PRL5002 Strategic Issues and Crisis Management | 1 | 2 | | | 1 | 2 | |
| PRL8008 Social Media for Organisations | | | | | 1 | 2 | |

Footnotes

< This course is offered in odd numbered years only.

This course is offered in even numbered years only.