Graduate Certificate of Public Relations (GCPR) - GradCertPR

This program will accept no new admissions from Semester 2, 2023. The information relating to this program is applicable to currently enrolled students and students intending to enrol prior to last semester offered Semester 1, 2023. Students who are interested in this study area should contact us.

<table>
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<th>Online</th>
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| **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**

<table>
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<tr>
<th>Future Australian and New Zealand students</th>
<th>Future International students</th>
<th>Current students</th>
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</table>
| **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.

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

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<tr>
<th>Course</th>
<th>Year of program and semester in which course is normally studied</th>
<th>Enrolment requirements</th>
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<tr>
<td>PRL8008 Social Media for Organisations</td>
<td><img src="https://www.unisq.edu.au/handbook/current" alt="Image" /></td>
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Footnotes
- This course is offered in odd numbered years only.
- This course is offered in even numbered years only.