

# Communication (Public Relations)

+ Graduate Diploma

Experience. The Difference.



Professional postgraduate studies for anyone wanting to gain new skills and knowledge or enhance existing skills and knowledge in communication and public relations.

## About the program

Postgraduate studies in Public Relations and Communication at UniSA have been designed to provide professional development education for those pursuing new careers, or practitioners seeking upward career mobility, in the area of public relations and communication.

This program is accredited by the Public Relations Institute of Australia (PRIA); and graduates of the postgraduate diploma are eligible for entry into the Master of Arts (Communication Management).

The program will help to develop the skills and knowledge required to:

- understand and apply theoretical principles and practical skills in managing the activities of professional public relations
- understanding and having a working knowledge of organisational communication management and culture
- undertake a research project and prepare a mini research thesis
- communicate and write effectively in a variety of contexts and for a variety of audiences, developing writing and tactical skills in strategic communication
- plan and implement strategic communication plans
- manage the legal and ethical communication processes involved in issues and crisis management
- maintain a working knowledge of media management in contemporary public relations practice

## Who is the program for?

The program has been designed for graduates in any discipline (and in special circumstances, for experienced communication practitioners who have not graduated at university level) who seek formal qualification in public relations. In designing the program in collaboration with the Public Relations Institute of Australia, UniSA has placed particular emphasis on contemporary practice, management techniques and writing skills.

The Graduate Diploma in Communication (Public Relations) offers the ideal complement to an undergraduate degree in communication, science, psychology, arts, politics, recreation/tourism or media.

## Industry relevance

UniSA prides itself on developing and supporting contemporary practice with course content developed in consultation with the peak industry body (PRIA) to ensure it reflects current industry trends and needs. Industry professionals are engaged as guest lecturers to provide specialist teaching.

## Your career

This program allows graduates to develop new skills and knowledge to enable them to enter a career as a communication or public relations professional as well as enhancing the skills and knowledge of practising professionals who are seeking career mobility.

## What you'll cover

Program Details	
Program Code	MGPU
Home Campus	Magill
Duration	1 year (full-time)
Courses	
Public Relations 1G	
Writing for Public Relations G	
Public Relations 2G	
Communication Management, Ethics and the Law	
Public Relations 3G	
Researching Communication in the Organisational Context M	
Graduate Communication Management Project	

## Further information

For more information about the programs, including fees, visit:  
[www.unisanet.unisa.edu.au/programs](http://www.unisanet.unisa.edu.au/programs)

### Australian applicants

School of Communication, International Studies and Languages  
Magill campus  
Telephone: 08 8302 4888  
Email: [pgcil@unisa.edu.au](mailto:pgcil@unisa.edu.au)

### International applicants

International Prospective Students Office  
GPO Box 2471  
Adelaide SA 5001  
Telephone: +613 9627 4854  
Facsimile: +613 9627 4864  
Email: [international.office@unisa.edu.au](mailto:international.office@unisa.edu.au)  
Website: [www.unisa.edu.au/inthome/](http://www.unisa.edu.au/inthome/)

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## Special features

This program provides the ideal combination of a practical and theoretical combination of learning important to employment outcomes for graduates. Much emphasis is placed on case studies devised by leading practitioners from Australia and overseas and assignments that simulate industry practice.

Designed to suit the needs of busy working professionals, the program has been designed to offer maximum flexibility. The Graduate Diploma can be taken completely online or as mixed mode learning with some in-class seminars available.

This is a fee-paying program. Please remember all fees are listed for a full-time study mode. Part-time students will pay a proportion of the fee listed depending on courses taken in a study period.

## Professional recognition

The Graduate Diploma has been designed so that graduates holding the diploma are automatically eligible, after three years' full-time employment in the communication industry, to achieve professional-grade membership of the PRIA.

## Entry requirements

Applicants for the Graduate Diploma in Communication (Public Relations) are required to have an appropriate first degree, or its equivalent, from a higher education institution. However, UniSA is also able to consider applications from experienced communication practitioners who have not graduated at university level.

## How to apply

Domestic students apply through SATAC at [www.satac.edu.au](http://www.satac.edu.au)