Postgraduate Certificate & Diploma in Public Relations

• 1 semester full time or part time equivalent for Certificate
• 1 year full time or part time equivalent for Diploma
• Dubai International Academic City Campus

Postgraduate Certificate in Public Relations (PgCertPR)

Many of our postgraduate programs have been designed to allow easy progression between certificates and diplomas. Units completed in the certificates often contribute to a diploma in the same discipline. This allows you to study towards higher qualifications with ease. This is just one area where postgraduate study at Murdoch provides you with the flexibility necessary to make it easier for you to meet your professional and personal goals.

The certificate introduces students to public relations theory and practice. Students learn about communication campaigns, ethics, issues management, crisis communication, media relations, strategy development and stakeholder engagement.

Employment Prospects
While the Postgraduate Certificate develops skills and understanding of the field, the Postgraduate Diploma in Public Relations is a professional qualification. The certificate will lead on to the diploma.

Admission Requirements
Recognised Bachelor degree or higher, or equivalent training, other than in a Public Relations major, or satisfactory preparation for the course through previous study or professional experience. Applicants will need to meet specific English competency requirements.

Restriction
All postgraduate courses are subject to restriction.

Postgraduate Diploma in Public Relations (PgDipPR)

The diploma prepares students for work in the public relations profession by providing them with an understanding of public relations theory and practice, including communication management, ethical issues, issues management, crisis communication, media relations, strategy development and stakeholder engagement. Students will learn about the planning, management and evaluation of public relations campaigns. In addition, there may be an opportunity for high-achieving students to undertake an industry internship in the UAE or abroad.

Employment Prospects
Diploma graduates would be able to take up positions in public relations companies, the corporate sector, government agencies and non-government organisations in the UAE and abroad. The types of jobs include media liaison, publicity officers, public affairs officers, campaign organisers, communication relations managers, sponsorship managers and event coordinators.

Admission Requirements
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Restriction
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Murdoch University is the only Australian University to have achieved a 5-star rating for Graduate Satisfaction 13 times in the past 15 years. (Good Universities Guide 2010)

www.murdochdubai.ac.ae
Postgraduate Certificate in Public Relations (PgCertPR)

Course Structure - 12 points
Core Units - 12 points
Select from the following:
- MCC607 Campaign Management — 4 pts
- MCC645 Communication and Conflict Management — 4 pts
- MCC513 Communication Research — 4 pts
- MCC559 Media Relations — 4 pts
- MCC504 Public Relations: Contemporary Approaches — 4 pts
- MCC546 Professional Communication — 4 pts

Postgraduate Diploma in Public Relations (PgDipPR)

Course Structure - 16 points
Core Units - 16 points
- MCC607 Campaign Management — 4 pts
- MCC645 Communication and Conflict Management — 4 pts
- MCC546 Professional Communication — 4 pts
- MCC504 Public Relations: Contemporary Approaches — 4 pts

Specified Electives - 8 points
Select from the following:
- MCC513 Communication Research — 4 pts
- MCC545 Media Law and Ethics — 4 pts
- MCC559 Media Relations — 4 pts
- MCC625 Professional Placement in Media Communication and Culture — 4 pts