Overview

This course introduces students to public relations writing and management and develops their understanding of public relations in the Australian media environment. Students will learn the basics of writing a media release, managing a press conference and dealing with media enquiries. The writing component of the course will include writing for the internet, speeches, publications, campaigns, reports and crisis communications. As well as learning to write across a range of genres, students will learn to write for a selected audience. This course will also cover the ways that new media technologies influence media and public relations. Students will be taught techniques for using these technologies for media and public relations purposes. Students will also learn the professional conventions and engage with the ethical and legal issues associated with public relations.
Faculty
Faculty of Arts and Social Sciences

School
School of Arts and Media

Study Level
Postgraduate

Offering Terms
Term 2

Campus
Kensington

Delivery Mode
Fully on-site

Indicative contact hours
2.5

Timetable
Visit timetable website for details
Conditions for Enrolment

Prerequisite: Enrolment in a postgraduate Journalism & Communication, PR & Advertising, Law, or Law, Media & Journalism program
Course Outline

To access course outline, please visit:

MDIA5004 Course Outline
Fees

Commonwealth Supported Students  $836
Domestic Students  $3360
International Students  $4770

DISCLAIMER
Please note that the University reserves the right to vary student fees in line with relevant legislation. This fee information is provided as a guide and more specific information about fees, including fee policy, can be found on the fee website.

For advice about fees for courses with a fee displayed as "Not Applicable", including some Work Experience and UNSW Canberra at ADFA courses, please contact the relevant Faculty. Fees for courses delivered through UNSW Global are published and charged by UNSW Global and thus appear as "Not Applicable" on this site.

Where a Commonwealth Supported Students fee is displayed, it does not guarantee such places are available.
Pre-2019 Handbook Editions

Access past handbook editions (2018 and prior)

Pre-2019 Handbook Editions
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Authorised by Deputy Vice-Chancellor (Academic)
CRICOS Provider Code 00098G
ABN: 57 195 873 179