



# executive program in public relations practice

non-accredited training

**As part of one of Australia's premier PR companies, Hausmann School of Public Relations (HSPR) is committed to delivering the best in industry-led, hands-on training.**

**We are the only PR industry initiated Registered Training Organisation to provide a nationally recognised qualification focused on PR practice.**

**Online learning, real-time support and hands-on experience will give you the PR skills today's workplace demands and the knowledge and experience you need to get ahead.**

**There are huge opportunities for work-ready practitioners. Whether you are a seasoned executive wanting to up-skill; a recent graduate looking for a career kick start; or embarking on a whole new career path, HSPR can help you.**

This online professional PR practice course is designed for professionals with 3 years+ experience wanting to brush up on today's PR tools of the trade; those working in a related field looking to transition into PR; and for practitioners returning to work after a prolonged absence.

Working on true to life scenarios, learning and assessments are laser-focused on the practical skills you need to dissect and interpret communication briefs, develop cut-through campaigns, project manage the implementation, and report and deliver against investment and objectives. All while working within a safe and supportive learning environment with one-on-one support from an experienced PR professional and qualified trainer.

On successful completion learners are issued with a Statement of Attainment for three units of competency of Nationally Recognised Training.

Units/subjects covered include:

- **BSBPUB502 Develop and manage complex public relations campaigns**

Providing true-to-life experience in turning a brief into a professional PR proposal that delivers results, idea generation through brainstorming techniques and tools, implementation and tracking tools and templates, and campaign measurement techniques

- **BSBPMG522 Undertake project work**

Focusing on the development and management of a campaign, an event and/or experiential marketing activity including all aspects of project management; managing work in progress, reporting, budget tracking, time management and project implementation tools

- **BSBPUB501 Manage the public relations publication process**

With particular emphasis on digital publishing and social media campaign development, implementation and measurement including traditional and social media integration, content creation, social media measurement and evaluation.

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## Delivery method

Course delivery is via a combination of online learning and scheduled virtual workshops for each unit of competency covering course content, assessment activities, additional learning opportunities, participant questions and feedback. Virtual workshops will be delivered by qualified trainers and experts in their field.

Course materials will be housed electronically and contain presentations, workplace examples, templates and assessment tasks.

## Participant support

In addition to the virtual workshops, scheduled information sessions will be presented by a range of practising industry experts on topics relevant to the course and the industry at large.

All participants will have access to the full suite of HSPR student support services including portfolio building learning experiences, professional networking opportunities, hearing from industry experts and HSPR industry immersion programs.

Individual support will be provided through one-on-one Skype/ email/phone sessions by appointment and via regular email/ SMS updates and follow up. This is to ensure participants are supported throughout their learning.

## Pathways to higher learning

Pathways from the Exec Program include entry into the nationally recognised BSB50215 Diploma of Business with credit transfer for three units of competency. Depending on level of professional experience, learners can apply for consideration for Recognition of Prior Learning.

## Assessment method

Assessment methods used include written activities, case studies, research activities and practical demonstrations.

## Course duration

The length of the training contract will be 6 months – 536 hours (see next page for details).

## Fees and charges

The full course fee is \$5,000

- May be paid in 5 instalments of \$1,000
- On enrolment, participants are required to pay \$1,000 which includes an initial non-refundable administration fee of \$350
- The full course fee must be paid prior to issuing a Statement of Attainment for the Executive program

## Payment

Participants can pay via Direct Debit, cheque or credit card. Payment plans are available

## Refund policy

- \$350 of your fees is an administration, non-refundable fee
- Should you cancel or withdraw within 7 days any fee over the \$350 will be refundable, as long as all materials are returned, as new and no units completed
- For full terms and conditions please review the HSPR Participant Handbook at [hspr.com.au](http://hspr.com.au)

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real-time support  
and hands-on experience...”**

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## Course Duration: 6 months

For learners with a minimum of three years work or professional experience:

|                          |  |   |                                   |  |
|--------------------------|--|---|-----------------------------------|--|
| Total amount of training | Trainer-led sessions<br>8 x 2hrs/month (online<br>and live) for 3 UoCs | One-on-one scheduled<br>support (over 20 weeks) | Self directed<br>(private study)  | Learning consolidation at<br>course conclusion |
| 536 hours                | 96 hours   | 160 hours                                       | 240 hours<br>(approx. 11hrs/week) | 20 hours                                       |

NB. Where the learner is an experienced worker who already has significant required skills and knowledge, it is appropriate to deliver the program over a shorter period of time.