



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.

BSB50215 diploma of business

accredited training

Covering all aspects of PR practice in units designed and delivered by current practitioners to equip you with the skills, knowledge and hands-on experience we know the job requires.

PRIA has awarded accreditation to the HSPR BSB50215 Diploma of Business – the only diploma in Australia to achieve this industry endorsement.



BSB50215 Diploma of Business is most suited to learners with a minimum of three years professional or work experience.

Qualification

For the BSB50215 Diploma of Business, participants are required to complete the following eight units:

- BSBWOR501B Manage personal work priorities and professional development
- BSBPUB401 Develop and apply knowledge of public relations industry
- BSBWRT501 Write persuasive copy
- BSBPUB403 Develop public relations documents
- BSBPUB502 Develop and manage complex public relations campaigns
- BSBPUB501 Manage the public relations publication process
- BSBPMG522 Undertake project work
- BSBPUB504 Develop and implement crisis management plans

Upon successful completion of eight units of competency, the participant will be issued a BSB50215 Diploma of Business. Where a participant withdraws prior to the completion of the certificate they will be issued a Statement of Attainment.

Delivery method

Course delivery is via a combination of online learning and virtual workshops for each unit of competency covering course content, assessment activities, additional learning opportunities, participant questions and feedback. Virtual workshops (webinars) will be delivered by qualified trainers and subject matter experts via webinar.

Course materials are all located on the HSPR learning portal and contain videos of presentations, PPT slides, workplace examples, templates and assessment tasks.



Student 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.

HSPR participants will be invited to engage in experience-led learning activities throughout their enrolment including industry immersion opportunities such as internships, the HSPR drop-in desk, and a dedicated mentorship program.

Individual student 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 students are supported throughout their 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 12 months – 1,010 hours (see next page for details). Extensions will be considered but only when a participant demonstrates that they are working through the course and progressing. You can nominate to fast-track your training.

The enrolment process

After reading the participant handbook you are able to enrol in the program by completing the enrolment form at hspr.com.au/enrol

Recognition of Prior Learning (RPL)

Recognition of Prior Learning is the process of formal recognition for skills and knowledge gained through previous learning such as:

- Life experience
- Previous formal learning
- Employment.

You may be eligible for recognition of prior learning for part or all of your intended study, based on your previous experiences and learning. For more information regarding RPL please contact us.

Credit transfer

You may be eligible for a credit transfer if you have previously undertaken training through a Registered Training Organisation. Credit transfer may be granted for one or more units or a full qualification. Three major factors need to be considered:

- 1 How current the qualification is
- 2 Mapping to the current training
- 3 If the training was undertaken with a Registered Training Organisation.

If you think you may be eligible for a credit transfer you will need to provide the original statement of attainment and/or certificate for your Trainer to sight.

Fees and charges

- The full course fee is \$12,000.
- On enrolment, participants are required to pay \$1,000 which includes an initial non-refundable administration fee of \$350.
- The balance of the course fees are to be paid in monthly instalments of \$1,000 over 12 months.
Alternative payment arrangements will be made for accelerated learners (eg. \$2,000 per month over six months).
- The full course fee must be paid prior to Diploma issuance.

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

hausmann school of public relations

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Course Duration: 12 months

Volume of learning **1200-2400 hours**

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

Total amount of training	Trainer-led sessions 8 x 2hrs/month plus 8 day onsite/online program for 8 UoCs	One-on-one scheduled support (over 40 weeks)	Self directed (private study) 600 hours (12hrs/week)	Learning consolidation at course conclusion 50 hours
1226 hours	256 hours	320 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.