

Public Relations



Key transferable skills

You will obtain skills in this degree that are transferable across many career options.



COMMUNICATION



RESEARCH SKILLS



PROFESSIONAL WRITING
AND EDITING



ATTENTION TO DETAIL



TEAMWORK



TIME MANAGEMENT

Career pathways

Graduates will be well placed to find employment in a range of roles directly or after further study. Common roles include:

- Media relations manager
- Campaign director
- Communications officer
- Social media coordinator
- Media officer
- Producer
- Marketing assistant
- Digital content creator
- Editor
- Writer
- Production assistant
- Content specialist

Major employers

Potential organisations for graduates to find employment include:

- Australian Government
- Victorian Government
- Socom Public Relations
- ANZ
- Australia Post
- Police Association
- Northern Health
- Communication consultancies
- Bendigo Bank
- Local government
- La Trobe University
- Allianz Australia Insurance Ltd

Source: LinkedIn Live Alumni, Burning Glass Technologies

Discipline specific/technical skills

Technical skills that you will develop as part of your course:

- Research/writing/editing skills
- Focus groups and surveys
- Multimedia story techniques
- Research/interview techniques
- Strategic communication planning
- Social media management
- Issues and crisis management

Boost your employability



BROADEN YOUR SKILLS



CONNECT WITH INDUSTRY



MANAGE YOUR CAREER



GAIN EXPERIENCE

'The course is tailored to suit students from all walks of life. The teachers equip me with applicable skills and incorporate modern teaching techniques to ensure I get the best out of my degree. I also enjoy the flexibility of the course.'

Hannan Al Busaidi
Student Ambassador, IBAC