International Recognition

Our public relations programme has been certified since 2009 by the Public Relations Society of America (PRSA) and is the only programme in the Pacific region that has achieved such international recognition.

The Department of Management Communication is part of the Waikato Management School, which has achieved international recognition through its Triple Crown Accreditation: EQUIS - the European Quality Improvement System; AMBA - the Association of MBAs; and AACSB - the Association for the Advancement of Collegiate Schools of Business.

MCSA

Management Communication Students Association

Our Management Communication Students Association (MCSA) is run by students and provides its 180 members with opportunities to organise and participate in professional events, network with public relations practitioners, and connect with the industry while still a student. MCSA is affiliated with the Public Relations Institute of New Zealand (PRINZ).

Location

Waikato Management School is one of New Zealand's premier business schools and is situated within the country's most progressive university, The University of Waikato. The School is in Hamilton, the hub of the Waikato region in the heart of New Zealand's North Island.

To find out more about the PR major

Contact a PR major undergraduate advisor:

Dr. Margalit Toledano
toledano@waikato.ac.nz

Dr. Michele Schoenberger-Orgad,
BCS Qualification Convenor
morgad@waikato.ac.nz
Why should you choose the Public Relations major?

The PR major should be your first choice if you want to become part of the influential and fast growing communication and public relations industry.

Public relations practitioners help organisations to build and maintain meaningful and trustworthy relationships with publics they interact with. As a public relations practitioner you will play an essential management role and be responsible for the organisation’s internal and external communication.

In public relations, you will have an opportunity to practise a range of strategic communications such as media relations, issues management, crisis communication, event management, sponsorship and fundraising, employee relations, government relations, and public affairs. You will work with the media, use innovative technology, produce informative materials, initiate projects, and manage events to enable effective and responsible relationships with a diverse range of stakeholders.

Surveys of employers demonstrate that communication skills and critical thinking are two of the most important attributes of employees. The PR major will help you develop these sought-after attributes.

Public relations graduates are in high demand, whether as communication professionals within an organisation or as consultants or account representatives for a public relations firm.

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What papers can you choose in your Public Relations major?

Some of the Papers are:

- MCOM 227 Advertising, branding and identity introduces you to the world of advertising and online branding.
- MCOM 233 Public Relations Practices provides the foundation of PR practice and gives you an overview of public relations functions in business, non-profit, and government sectors.
- MCOM 235 Media and Public Relations shows you how to conduct effective media relations, write news items, use social media for organisational communication, and organise press conferences.
- MCOM 238 Communication Health and Wellbeing helps you to develop your critical skills through evaluating health communication and its impact on wellbeing.
- MCOM 239 Event and Communication Management gives you a first-hand opportunity to experience what it means to design, plan, manage and implement your own event.
- MCOM 330 Public Speaking and Speech Writing helps you become an excellent speaker and speech writer.
- MCOM 332 Professional and Public Relations Writing equips you with tools and skills to create professional documents.
- MCOM 333 Public Relations Campaigns gives you hands-on experience in developing a strategic plan for an effective public relations campaign for a real organisation.
- MCOM 340 Communicating Social Change identifies theoretical and practical approaches to managing collective action.
- MCOM387 Internship Practicum allows eligible students to be an intern in an organisation. As a student intern, you will work 160 hours under the guidance of a communication manager and an academic supervisor to gain practical experience.
- **Alumni Award** MCOM staff recognise graduates who excel in the workplace with an annual award: The Professor Ted Zorn Waikato Alumni Award in Management Communication. MCOM top students and alumni celebrate their accomplishments in an annual event.

This is what our graduates have to say about their study and work experience:

**ALICE CLEMENTS**

Communication for Development Specialist, Child Protection, UNICEF, Pakistan

www.unicef.org/pakistan

Since graduating in 2001, Alice has worked with two communication consultancies, written a book on the history of Auckland airport, lectured in PR and communication, and managed the marketing and PR for two large charities. She is now based in Pakistan with UNICEF, working to protect vulnerable children via strategic behaviour change communication.

She believes her education at Waikato taught her “to engage critically with my world, questioning the assumptions that we take for granted - and to believe that I could use my communication skills in the pursuit of positive social change”. 

**FLEUR POSTIL**

New Zealand General Manager, Haystac

www.haystac.co.nz

Fleur, 2002 graduate, worked as the communication manager for Wise Management Services, a nationwide non-government health services provider, and established a now flourishing PR department. Since then Fleur has worked in consultancies in both Wellington and Auckland. “Over the past five or so years I’ve been privileged to work alongside some of New Zealand’s and the world’s best brands,” she says. Fleur currently heads the New Zealand division of Haystac, a renowned Australasian PR and Marcomms consultancy.

**SUZI LUFF**

Community Relations Coordinator, TrustPower, www.trustpower.co.nz

Suzi started her career working for the Waikato Management School, where she earned her honours degree. Then she joined the Community Relations team at TrustPower, a company that retails and generates power. Suzi is now the coordinator of this team working with regional and city councils to run the TrustPower Community Awards recognising voluntary groups. “I can package the practical and theoretical skills I learnt during my degree into tools and methods of engaging with people, from volunteers, to mayors, to media,” says Suzi.

www.management.ac.nz/mcom