Dr Maree Keating video Transcript

Watch the video at: http://www.youtube.com/watch?v=RL7krFLhxP0.

Dr Maree Keating:

Hi. I'm Maree Keating. I've actually been in the field of education in one way or the other for the last 30 years. I know from my own personal experience, I've studied at 3 other universities myself. I have degrees from 3 other universities, I've lectured in 2 other universities. Our program is accredited through the Public Relations Institute of Australia. Not all university Public Relations programs are. It provides a really excellent package of Recognition of Prior Learning (RPL). We bring them into the work that we do. So it means that our students have contact not only with industry experts but with the industry body itself which is really critical for people who are trying to get that cutting edge in their own careers.

Indira Naidoo (author, journalist and TV presenter):

For those who don’t know a lot about my background, I’ve spent about 15 years in television broadcasting and reporting for both the ABC and SBS. I’ve been really impressed with this course and Maree and the way its run and the type of students that are doing the course.

Dr Maree Keating:

I do form a close relationship with my students. In a lot of ways we’re all in the same boat. We’re all experts in our own fields. So I teach them academic skills and I think learning those skills of how to write something up, how to write about what you really know is really important. I’ve had students, one who I’m thinking of who’s an environmental scientist who never wanted to do a PhD or a Masters or anything like that. But transform into a sustainability public relations person because she was very passionate about sustainability. Now she’s doing her Masters thesis with me as her supervisor. She got so switched on that she decided she wanted to make a career out of advising local councils. Committed teachers, industry experts and inspiration. I think they are the only 3 things that matter to a prospective student. Good coffee. Multiculturalism, diverse community. They're all great, they're all here. If you’re looking for ‘can this institution take me to where I need to go in my career?’ And I think if they are the things you are looking for, you should come here to Victoria University.