10. DEPARTMENT OF PUBLIC RELATIONS AND BUSINESS COMMUNICATION

10.1 NATIONAL DIPLOMA: BUSINESS COMMUNICATION
Course code: NDBC03

Campus where offered: Ga-Rankuwa Campus (phasing out)
Pretoria Campus

Please note that the site(s) of delivery (campus(es)) indicated is/are subject to change and will still be confirmed.

REMARKS

a. Admission requirement(s): A Senior Certificate with a C symbol for English at Higher Grade. Students from other tertiary institutions will also be required to write a formal admission test.

b. Selection criteria: All prospective students are subject to selection. Selection is based on a written test and an interview. General knowledge, language proficiency and a critical disposition are of the utmost importance in the communication industry. These aspects will consequently feature prominently in the selection process. Factors such as academic and practical performance, personal drive and motivation, attitude and outlook, potential, readiness to benefit from more advanced training and career suitability will also be taken into consideration. Applicants will have personal interviews with the Head of the Department.

c. Recommended subject(s): Business Economics, Computer Science and Typing.

d. Minimum duration: Three years.

e. Presentation: Day classes with experiential learning in the third year.

f. Intake for the course: January only.

g. Registration for the subjects of this course: January and July (for semester subjects).

h. Experiential Learning I: See Chapter 5 of Students’ Rules and Regulations.

i. Readmission: See Chapter 3 of Students’ Rules and Regulations.

j. Subject credits: Subject credits are shown in brackets after every subject.

FIRST YEAR

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<tr>
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</tr>
<tr>
<td>CSC120T</td>
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<tr>
<td>EPR130T</td>
<td>English: Public Relations A</td>
<td>(0,050)</td>
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<td>IWP100T</td>
<td>Introduction to Word Processing I</td>
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<td>MDS100T</td>
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<tr>
<td>PRS120T</td>
<td>Public Relations I</td>
<td>(0,200)</td>
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FIRST SEMESTER
IDM10AT  Introduction to Marketing Management IA  (0,050)

SECOND SEMESTER
IDM10BT  Introduction to Marketing Management IB  (0,050)

TOTAL CREDITS FOR THE FIRST YEAR: 1,050

SECOND YEAR
AMC200T  Advertising and Marketing Communication II  (0,200)
CSC220T  Communication Science II  (0,200)
MDS200T  Media Studies II  (0,200)
PRS210T  Public Relations II  (0,200)

plus one of the following languages:

AFP140T  Afrikaans: Skakelwese B  (0,050)
FRE110T  French  (0,050)
GER110T  German  (0,050)
SNH110T  Spanish  (0,050)
SNR110T  Northern Sotho  (0,050)
ZUL130T  Zulu  (0,050)

FIRST SEMESTER
MPP10AT  Management Principles and Practice IA  (0,050)

SECOND SEMESTER
MPP10BT  Management Principles and Practice IB  (0,050)

TOTAL CREDITS FOR THE SECOND YEAR: 0,950

THIRD YEAR
AMC300T  Advertising and Marketing Communication III  (0,250)
AMC30PT  Advertising and Marketing Communication: Theory III  (0,250)
AMC30QT  Advertising and Marketing Communication: Experiential Learning III  (0,250)
The subject below must be taken only by students who have registered for this course before 2005 for the first time, and who do not have to register for CSC31QT and AMC30QT.

EXP1BCO Experiential Learning I (0,500) Advertising and Marketing Communication II Communication Science II Media Studies II

TOTAL CREDITS FOR THE THIRD YEAR: 1,000

**10.2 BACCALAUREUS TECHNOLOGIAE: BUSINESS COMMUNICATION**
Course code: BTBC97

Campus where offered: Pretoria Campus

Please note that the site(s) of delivery (campus(es)) indicated is/are subject to change and will still be confirmed.

**REMARKS**

a. Admission requirement(s): A National Diploma: Business Communication or an equivalent qualification. A candidate has to have 60% or above for both majors and a minimum of one year's relevant industry experience.

b. Selection criteria: Admission is subject to selection.

c. Minimum duration: One year.

d. Presentation: Saturday mornings, with one or two subjects offered as evening classes.

e. Intake for the course: January only.

f. Registration for the subjects of this course: January and July (for semester subjects).

g. Readmission: See Chapter 3 of Students’ Rules and Regulations.

h. Subject credits: Subject credits are shown in brackets after every subject.

After completion of the Baccalaureus Technologiae: Business Communication, students may continue with the Magister Technologiae: Strategic Communication (see 10.5).

**ATTENDANCE**

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MDS300T Media Studies III (0.200)
MPP200T Management Principles and Practice II (0.100)
RMD100I Research Methodology (0.100)
RMD110R Research Methodology (re-registration) (0.000)

FIRST SEMESTER
ECN12AT Economics IA (0.050)

SECOND SEMESTER
ECN12BT Economics IB (0.050)

TOTAL CREDITS FOR THE QUALIFICATION: 1,000

10.3 NATIONAL DIPLOMA: INTERNATIONAL COMMUNICATION
Course code: NDIC03

Campus where offered: Ga-Rankuwa Campus (phasing out)
Pretoria Campus

Please note that the site(s) of delivery (campus(es)) indicated is/are subject to change and will still be confirmed.

REMARKS

a. Admission requirement(s): A Senior Certificate with a C symbol for English at Higher Grade. Students from other tertiary institutions will also be required to write a formal admission test.

b. Selection criteria: All prospective students are subject to selection. Selection is based on a written test and an interview. General knowledge, language proficiency and critical disposition are of the utmost importance in the communication industry. These aspects will consequently feature prominently in the evaluation process. Factors such as academic and practical performance, personal drive and motivation, attitude and outlook, potential, readiness to benefit from advanced training, and career suitability will be taken into consideration. Applicants will have personal interviews with the Head of the Department.

c. Recommended subject(s): Economics, Geography, History, Typing, Computer Science and French.

d. Minimum duration: Three years.

e. Presentation: Day classes with experiential learning in the third year.

f. Intake for the course: January only.

g. Registration for the subjects of this course: January and July (for semester subjects).

h. Experiential Learning I: See Chapter 5 of Students’ Rules and Regulations.

i. Readmission: See Chapter 3 of Students’ Rules and Regulations.

j. Subject credits: Subject credits are shown in brackets after every subject.
FIRST YEAR

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TOTAL CREDITS FOR THE FIRST YEAR: 1,100

SECOND YEAR

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TOTAL CREDITS FOR THE SECOND YEAR: 0,900

THIRD YEAR

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The subject below must be taken only by students who have registered for this course before 2005 for the first time and who do not have to register for CSC31QT and INR30QT.

TOTAL CREDITS FOR THE THIRD YEAR: 1,000
10.4 BACCALAUREUS TECHNOLOGIAE: INTERNATIONAL COMMUNICATION
Course code: BTIC97

Campus where offered: Pretoria Campus

Please note that the site(s) of delivery (campus(es)) indicated is/are subject to change and will still be confirmed.

REMARKS

a. Admission requirement(s): A National Diploma: International Communication or an equivalent qualification. A candidate has to have 60% or above for both majors and a minimum of one year’s relevant industry experience.

b. Selection criteria: Admission is subject to selection.

c. Minimum duration: One year.

d. Presentation: Saturday mornings, with one or two subjects offered as evening classes.

e. Intake for the course: January only.

f. Registration for the subjects of this course: January only.

g. Readmission: See Chapter 3 of Students’ Rules and Regulations.

h. Subject credits: Subject credits are shown in brackets after every subject.

After completion of the Baccalaureus Technologiae: International Communication, students may continue with the Magister Technologiae: Strategic Communication (see 10.5).

YEAR SUBJECTS

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plus one of the following languages:

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TOTAL CREDITS FOR THE QUALIFICATION: 1,000
10.5 MAGISTER TECHNOLOGIAE: STRATEGIC COMMUNICATION
Course code: MTSE06

Campus where offered: Pretoria Campus

Please note that the site(s) of delivery (campus(es)) indicated is/are subject to change and will still be confirmed.

REMARKS


b. Selection criteria: All prospective students are subject to selection. Selection is based on a written test and an interview. General knowledge, language proficiency and critical disposition are of the utmost importance in the communication industry. These aspects will consequently feature prominently in the evaluation process. Factors such as academic and practical performance, personal drive and motivation, attitude and outlook, potential, readiness to benefit from advanced training, and career suitability will be taken into consideration. Applicants will have personal interviews with the Head of the Department.

c. Duration: A minimum of one year and a maximum of three years.

d. Subject credits: Subject credits are shown in brackets after every subject.

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TOTAL CREDITS FOR THE QUALIFICATION: 1,000

10.6 DOCTOR TECHNOLOGIAE: STRATEGIC COMMUNICATION
Course code: DTSE06

Campus where offered: Pretoria Campus

Please note that the site(s) of delivery (campus(es)) indicated is/are subject to change and will still be confirmed.

REMARKS

a. Admission requirement(s): A Magister Technologiae: Strategic Communication or an equivalent qualification.

b. Selection criteria: All prospective students have to present themselves for evaluation. Selection is based on a written test and an interview. General knowledge, language proficiency and critical disposition are of the utmost importance in the communication industry. These aspects will consequently feature prominently in the evaluation process.
Factors such as academic and practical performance, personal drive and motivation, attitude and outlook, potential, readiness to benefit from advanced training, and career suitability will be taken into consideration. Applicants will have personal interviews with the Head of the Department.

c. Duration: A minimum of two years and a maximum of five years.

d. Subject credits: Subject credits are shown in brackets after every subject.

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TOTAL CREDITS FOR THE QUALIFICATION: 2,000

10.7 NATIONAL DIPLOMA: PUBLIC RELATIONS MANAGEMENT
Course code: NDPR03

Campus where offered: Pretoria Campus

Please note that the site(s) of delivery (campus(es)) indicated is/are subject to change and will still be confirmed.

REMARKS

a. Admission requirement(s): A Senior Certificate with a C symbol for English at Higher Grade. Students from other tertiary institutions will also be required to undergo a formal admission test.

b. Selection criteria: All prospective students are subject to selection. Selection is based on a written test and an interview. General knowledge, language proficiency and critical disposition are of the utmost importance in the communication industry. These aspects will consequently feature prominently in the selection process. Factors such as academic and practical performance, personal drive and motivation, attitude and outlook, potential, readiness to benefit from advanced training, and career suitability will be taken into consideration. Applicants will have personal interviews with the Head of the Department.

c. Recommended subject(s): Business Economics, Hospitality Management, Typing, Computer Science, Northern Sotho, Zulu and Afrikaans.

d. Minimum duration: Three years.

e. Presentation: Day classes with experiential learning in the third year.

f. Intake for the course: January only.

g. Registration for the subjects of this course: January and July (semester subjects).

h. Experiential Learning I: See Chapter 5 of Students’ Rules and Regulations.

i. Readmission: See Chapter 3 of Students’ Rules and Regulations.
Subject credits: Subject credits are shown in brackets after every subject.

FIRST YEAR

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TOTAL CREDITS FOR THE FIRST YEAR: 1,100

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<td>ZUL130T</td>
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FIRST SEMESTER

<table>
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<tr>
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<tbody>
<tr>
<td>MAP11AT</td>
<td>Marketing and Advertising:</td>
<td>(0,050)</td>
</tr>
<tr>
<td></td>
<td>Public Relations IA</td>
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SECOND SEMESTER

<table>
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<tr>
<td>MAP11BT</td>
<td>Marketing and Advertising:</td>
<td>(0,050)</td>
</tr>
<tr>
<td></td>
<td>Public Relations IB</td>
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</tbody>
</table>

TOTAL CREDITS FOR THE SECOND YEAR: 0,900
THIRD YEAR

CSC310T Communication Science III (0,250) Communication Science II
EXP1PRO Experiential Learning I (0,500) Communication Science II
PRS310T Public Relations III (0,250) Communication Science II

TOTAL CREDITS FOR THE THIRD YEAR: 1,000

10.8 BACCALAUREUS TECHNOLOGIAE: PUBLIC RELATIONS MANAGEMENT
Course code: BTPR04

Campus where offered: Pretoria Campus

Please note that the site(s) of delivery (campus(es)) indicated is/are subject to change and will still be confirmed.

REMARKS

a. Admission requirement(s): A National Diploma: Public Relations or an equivalent qualification. A student has to have 60% or above for both majors and a minimum of one year's relevant industry experience.

b. Selection criteria: Admission is subject to selection.

c. Minimum duration: One year.

d. Presentation: Saturday mornings with one or two subjects offered as evening classes.

e. Intake for the course: January only.

f. Registration for the subjects of this course: January only.

g. Readmission: See Chapter 3 of Students’ Rules and Regulations.

h. Subject credits: Subject credits are shown in brackets after every subject.

YEAR SUBJECTS

<table>
<thead>
<tr>
<th>CODE</th>
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<th>CREDIT</th>
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<tbody>
<tr>
<td>CSC400T</td>
<td>Communication Science IV</td>
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<tr>
<td>MDS300T</td>
<td>Media Studies III</td>
<td>(0,200)</td>
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<td>MPT400T</td>
<td>Management Practice IV</td>
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<td>PRS400T</td>
<td>Public Relations IV</td>
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<td>RMD100I</td>
<td>Research Methodology</td>
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<tr>
<td>RMD110R</td>
<td>Research Methodology (re-registration)</td>
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</tr>
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</table>
10.9  MAGISTER TECHNOLOGIAE: PUBLIC RELATIONS MANAGEMENT
Course code: MTPR95

Campus where offered: Pretoria Campus

Please note that the site(s) of delivery (campus(es)) indicated is/are subject to change and will still be confirmed.

REMARKS

a. Admission requirement(s): A Baccalaureus Technologiae: Public Relations Management, or a BA Honours Degree in Communication Science, or another BA honours degree with five years of applicable experience, or an equivalent qualification.

b. Selection criteria: All prospective students are subject to selection. Selection is based on a written test and an interview. General knowledge, language proficiency and critical disposition are of the utmost importance in the communication industry. These aspects will consequently feature prominently in the evaluation process. Factors such as academic and practical performance, personal drive and motivation, attitude and outlook, potential, readiness to benefit from advanced training, and career suitability will be taken into consideration. Applicants will have personal interviews with the Head of the Department.

c. Duration: A minimum of one year and a maximum of three years.

d. Subject credits: Subject credits are shown in brackets after every subject.

<table>
<thead>
<tr>
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<tr>
<td>PRS500T</td>
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<tr>
<td>PRS500R</td>
<td>Dissertation: Public Relations Management (re-registration)</td>
<td>(0,000)</td>
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</table>

TOTAL CREDITS FOR THE QUALIFICATION: 1,000

10.10  DOCTOR TECHNOLOGIAE: PUBLIC RELATIONS MANAGEMENT
Course code: DTPR96

Campus where offered: Pretoria Campus

Please note that the site(s) of delivery (campus(es)) indicated is/are subject to change and will still be confirmed.

REMARKS

a. Admission requirement(s): A Magister Technologiae: Public Relations Management, or a Magister Technologiae in Communication, or another magister technologiae with five years relevant experience, or an equivalent qualification.

b. Selection criteria: All prospective students are subject to evaluation. Evaluation is based on a written test and an interview. General knowledge,
language proficiency and a critical disposition are of the utmost importance in the communication industry. These aspects will consequently feature prominently in the evaluation process. Factors such as academic and practical performance, personal drive and motivation, attitude and outlook, potential, readiness to benefit from advanced training, and career suitability will be taken into consideration. All prospective students have to present themselves for personal interviews with the Head of the Department.

c. Duration: A minimum of two years and a maximum of five years.

d. Subject credits: Subject credits are shown in brackets after every subject.

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<tbody>
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<td>PRS700T</td>
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<tr>
<td>PRS700R</td>
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</table>

TOTAL CREDITS FOR THE QUALIFICATION: 2,000

10.11 SUBJECT INFORMATION

**SUBJECT NAME:** ADVERTISING AND MARKETING COMMUNICATION I  
**SUBJECT CODE:** AMC100T  
**EVALUATION METHOD:** 1 X 3-HOUR PAPER  
**TOTAL TUITION TIME:** Not available  
**OVERVIEW OF SYLLABUS:** The advertising industry in all its facets, including electronic and printed advertising, is explored and analysed.

**SUBJECT NAME:** ADVERTISING AND MARKETING COMMUNICATION II  
**SUBJECT CODE:** AMC200T  
**EVALUATION METHOD:** 1 X 3-HOUR PAPER  
**TOTAL TUITION TIME:** Not available  
**OVERVIEW OF SYLLABUS:** The theoretical principles of advertising in all its forms are investigated. The creation and interpretation of advertisements, as well as the management of an advertising programme, are important components of the subject.

**SUBJECT NAME:** ADVERTISING AND MARKETING COMMUNICATION IV  
**SUBJECT CODE:** AMC400T  
**EVALUATION METHOD:** 1 X 3-HOUR PAPER  
**TOTAL TUITION TIME:** Not available  
**OVERVIEW OF SYLLABUS:** Strategic knowledge and insight into advertising form the crux of the subject.

**SUBJECT NAME:** ADVERTISING AND MARKETING COMMUNICATION: EXPERIENTIAL LEARNING III  
**SUBJECT CODE:** AMC300T  
**EVALUATION METHOD:** EXPERIENTIAL LEARNING  
**TOTAL TUITION TIME:** Not available  
**OVERVIEW OF SYLLABUS:** Students complete a minimum of nine months of practical work in the industry. The employer, as well as the University, evaluates the student's progress.
SUBJECT NAME: ADVERTISING AND MARKETING COMMUNICATION:
THEORY III
SUBJECT CODE: AMC30PT
EVALUATION METHOD: 1 X 3-HOUR PAPER
TOTAL TUITION TIME: Not available
OVERVIEW OF SYLLABUS:
The theoretical principles of advertising in all its forms are investigated. The creation and interpretation of advertisements, as well as the management of an advertising programme, are important components of the subject.

SUBJECT NAME: AFRIKAANS: SKAKELWESE B
SUBJECT CODE: AFP140T
EVALUATION METHOD: 1 X 3-HOUR PAPER
TOTAL TUITION TIME: Not available
OVERVIEW OF SYLLABUS:
The language as instrument applies. Effective and correct use, as well as the style and register of this language, is the core of the subject. The career environment is the point of departure and national and international events are the themes under discussion.

SUBJECT NAME: BUSINESS STUDIES: PUBLIC RELATIONS I
SUBJECT CODE: BSP100T
EVALUATION METHOD: 1 X 3-HOUR PAPER
TOTAL TUITION TIME: Not available
OVERVIEW OF SYLLABUS:
The role of business in the community and how a business in a free-market economy with its need-satisfying institutions employs the limited resources of a community to satisfy needs. The functioning of a business undertaking in its business environment. An overview of the four fundamental management tasks. An introduction to the general organisational functions: marketing, the financial function, operational management, purchasing management, the human resource function, as well as contemporary issues in business management, which include productivity and the management of small and medium-sized businesses.

SUBJECT NAME: COMMUNICATION SCIENCE I
SUBJECT CODE: CSC120T
EVALUATION METHOD: 1 X 3-HOUR PAPER
TOTAL TUITION TIME: Not available
OVERVIEW OF SYLLABUS:
Communication Science is one of the major subjects at the Department of Public Relations and Business Communication. As such, it forms a theoretical basis for all the courses. The aim is to provide insight into the importance and scope of communication in the communication field, and to prepare students to apply the principles of communication science theory in the field. Students are informed about and familiarised with certain theoretical concepts and principles of communication. Communication Science is an abstract subject and students are expected to be well prepared for class discussions. Communication Science is not a subject to be memorised only. Insight and self-application are needed for mastering the theoretical principles. The work should be understood, especially because the scope and degree of application will increase during the year, and it will become increasingly important to think independently.

SUBJECT NAME: COMMUNICATION SCIENCE II
SUBJECT CODE: CSC220T
EVALUATION METHOD: 1 X 3-HOUR PAPER
TOTAL TUITION TIME: Not available
OVERVIEW OF SYLLABUS:
Communication Science is one of the major subjects at the Department of Public Relations and Business Communication. As such, it forms a theoretical basis for all the courses. The aim is to provide insight into the importance and scope of communication in the communication field, and to prepare students to apply the principles of communication science theory in the field. Students are informed about and familiarised with certain theoretical concepts and principles of communication. Communication Science is an abstract subject and students are expected to be well prepared for class discussions. Communication Science is not a subject to be memorised only. Insight and self-application are needed for mastering the theoretical principles. The work should be understood, especially because the scope and degree of application will increase during the year, and it will
become increasingly important to think independently.

SUBJECT NAME: COMMUNICATION SCIENCE III
SUBJECT CODE: CSC310T
EVALUATION METHOD: 1 X 3-HOUR PAPER
TOTAL TUITION TIME: Not available

OVERVIEW OF SYLLABUS:
Communication Science is one of the major subjects at the Department of Public Relations and Business Communication. As such, it forms a theoretical basis for all the courses. The aim is to provide insight into the importance and scope of communication in the communication field, and to prepare students to apply the principles of communication science theory in the field. Students are informed about and familiarised with certain theoretical concepts and principles of communication. Communication Science is an abstract subject and students are expected to be well prepared for class discussions. Communication Science is not a subject to be memorised only. Insight and self-application are needed for mastering the theoretical principles. The work should be understood, especially because the scope and degree of application will increase during the year, and it will become increasingly important to think independently.

SUBJECT NAME: COMMUNICATION SCIENCE IV
SUBJECT CODE: CSC400T
EVALUATION METHOD: 1 X 3-HOUR PAPER
TOTAL TUITION TIME: Not available

OVERVIEW OF SYLLABUS:
Communication Science is one of the major subjects at the Department of Public Relations and Business Communication. As such, it forms a theoretical basis for all the courses. The aim is to provide insight into the importance and scope of communication in the communication field, and to prepare students to apply the principles of communication science theory in the field. Students are informed about and familiarised with certain theoretical concepts and principles of communication. Communication Science is an abstract subject and students are expected to be well prepared for class discussions. Communication Science is not a subject to be memorised only. Insight and self-application are needed for mastering the theoretical principles. The work should be understood, especially because the scope and degree of application will increase during the year, and it will become increasingly important to think independently.

SUBJECT NAME: COMMUNICATION SCIENCE: EXPERIENTIAL LEARNING III
SUBJECT CODE: CSC31QT
EVALUATION METHOD: EXPERIENTIAL LEARNING
TOTAL TUITION TIME: Not available

OVERVIEW OF SYLLABUS:
Students complete a minimum of nine months of practical work in the industry. The employer, as well as the University, evaluates the student's progress.

SUBJECT NAME: COMMUNICATION SCIENCE: THEORY III
SUBJECT CODE: CSC31PT
EVALUATION METHOD: 1 X 3-HOUR PAPER
TOTAL TUITION TIME: Not available

OVERVIEW OF SYLLABUS:
Communication Science is one of the major subjects at the Department of Public Relations and Business Communication. As such, it forms a theoretical basis for all the courses. The aim is to provide insight into the importance and scope of communication in the communication field, and to prepare students to apply the principles of communication science theory in the field. Students are informed about and familiarised with certain theoretical concepts and principles of communication. Communication Science is an abstract subject and students are expected to be well prepared for class discussions. Communication Science is not a subject to be memorised only. Insight and self-application are needed for mastering the theoretical principles. The work should be understood, especially because the scope and degree of application will increase during the year, and it will become increasingly important to think independently.

SUBJECT NAME: ECONOMICS IA
SUBJECT CODE: ECN12AT
EVALUATION METHOD: 1 X 3-HOUR PAPER
TOTAL TUITION TIME: Not available

OVERVIEW OF SYLLABUS:
A study of the world economy, as well as the effect of different systems on international markets.
and orders.

**SUBJECT NAME:** ECONOMICS IB  
**SUBJECT CODE:** ECN12BT  
**EVALUATION METHOD:** 1 X 3-HOUR PAPER  
**TOTAL TUITION TIME:** Not available  
**OVERVIEW OF SYLLABUS:**  
A study of the world economy, as well as the effect of different systems on international markets and orders.

**SUBJECT NAME:** ENGLISH: PUBLIC RELATIONS A  
**SUBJECT CODE:** EPR130T  
**EVALUATION METHOD:** 1 X 3-HOUR PAPER  
**TOTAL TUITION TIME:** Not available  
**OVERVIEW OF SYLLABUS:**  
All aspects of business communication are covered, including business correspondence, reports, memoranda, meeting procedures and important forms of organisational communication. Students also acquire professional communicative and persuasive skills, with the emphasis on the optimal use of language.

**SUBJECT NAME:** EXPERIENTIAL LEARNING I  
**SUBJECT CODE:** EXP1BCO, EXP1ICO, EXP1PRO  
**EVALUATION METHOD:** EXPERIENTIAL LEARNING  
**TOTAL TUITION TIME:** Not available  
**OVERVIEW OF SYLLABUS:**  
Students complete a minimum of nine months of practical work in the industry. The employer, as well as the University, evaluates the student's progress.

**SUBJECT NAME:** FRENCH  
**SUBJECT CODE:** FRE110T  
**EVALUATION METHOD:** 1 X 3-HOUR PAPER  
**TOTAL TUITION TIME:** Not available  
**OVERVIEW OF SYLLABUS:**  
These practical, career-orientated third- or foreign-language courses equip students with functionally useful listening, speaking, reading and writing skills, and promote an understanding of the relevant culture. Based on a communicative approach, these courses are at beginner’s level, but by the end of the third year, students should have a fair command of the language.

**SUBJECT NAME:** GERMAN  
**SUBJECT CODE:** GER110T  
**EVALUATION METHOD:** 1 X 3-HOUR PAPER  
**TOTAL TUITION TIME:** Not available  
**OVERVIEW OF SYLLABUS:**  
These practical, career-orientated third- or foreign-language courses equip students with functionally useful listening, speaking, reading and writing skills, and promote an understanding of the relevant culture. Based on a communicative approach, these courses are at beginner’s level, but by the end of the third year, students should have a fair command of the language.

**SUBJECT NAME:** INDUSTRIAL RELATIONS IA  
**SUBJECT CODE:** IRS10AT  
**EVALUATION METHOD:** 1 X 3-HOUR PAPER  
**TOTAL TUITION TIME:** Not available  
**OVERVIEW OF SYLLABUS:**  
The rights and benefits of the worker and organisation are investigated.

**SUBJECT NAME:** INDUSTRIAL RELATIONS IB  
**SUBJECT CODE:** IRS10BT  
**EVALUATION METHOD:** 1 X 3-HOUR PAPER  
**TOTAL TUITION TIME:** Not available  
**OVERVIEW OF SYLLABUS:**  
The rights and benefits of the worker and organisation are investigated.
SUBJECT NAME: INTERNATIONAL LAW
SUBJECT CODE: INL200T
EVALUATION METHOD: 1 X 3-HOUR PAPER
TOTAL TUITION TIME: Not available
OVERVIEW OF SYLLABUS:
Legal aspects at an international level, especially in the fields of communication and economy.

SUBJECT NAME: INTERNATIONAL RELATIONS I
SUBJECT CODE: INR100T
EVALUATION METHOD: 1 X 3-HOUR PAPER
TOTAL TUITION TIME: Not available
OVERVIEW OF SYLLABUS:
Communication as practised internationally. Different role-players in the communication field, including interest groups and political systems. Current affairs.

SUBJECT NAME: INTERNATIONAL RELATIONS II
SUBJECT CODE: INR200T
EVALUATION METHOD: 1 X 3-HOUR PAPER
TOTAL TUITION TIME: Not available
OVERVIEW OF SYLLABUS:
Communication as practised internationally. Different role-players in the communication field, including interest groups and political systems. Current affairs.

SUBJECT NAME: INTERNATIONAL RELATIONS IV
SUBJECT CODE: INR400T
EVALUATION METHOD: 1 X 3-HOUR PAPER
TOTAL TUITION TIME: Not available
OVERVIEW OF SYLLABUS:
Communication as practised internationally. Different role-players in the communication field, including interest groups and political systems. Current affairs.

SUBJECT NAME: INTERNATIONAL RELATIONS: EXPERIENTIAL LEARNING III
SUBJECT CODE: INR30QT
EVALUATION METHOD: EXPERIENTIAL LEARNING
TOTAL TUITION TIME: Not available
OVERVIEW OF SYLLABUS:
Students complete a minimum of nine months of practical work in the industry. The employer, as well as the University, evaluates the student's progress.

SUBJECT NAME: INTERNATIONAL RELATIONS: THEORY III
SUBJECT CODE: INR30PT
EVALUATION METHOD: 1 X 3-HOUR PAPER
TOTAL TUITION TIME: Not available
OVERVIEW OF SYLLABUS:
Communication as practised internationally. Different role-players in the communication field, including interest groups and political systems. Current affairs.

SUBJECT NAME: INTRODUCTION TO INTERNATIONAL TRADE I
SUBJECT CODE: IIT100T
EVALUATION METHOD: 1 X 3-HOUR PAPER
TOTAL TUITION TIME: Not available
OVERVIEW OF SYLLABUS:
Various aspects of international trade are addressed, including import, export, economic activities and markets.

SUBJECT NAME: INTRODUCTION TO MARKETING MANAGEMENT IA
SUBJECT CODE: IDM10AT
EVALUATION METHOD: 1 X 3-HOUR PAPER
TOTAL TUITION TIME: Not available
OVERVIEW OF SYLLABUS:
Introduction to the different components of marketing, including product, price, place and...
SUBJECT NAME: INTRODUCTION TO MARKETING MANAGEMENT IB
SUBJECT CODE: IDM10BT
EVALUATION METHOD: 1 X 3-HOUR PAPER
TOTAL TUITION TIME: Not available
OVERVIEW OF SYLLABUS:
Introduction to the different components of marketing, including product, price, place and promotion.

SUBJECT NAME: INTRODUCTION TO WORD PROCESSING I
SUBJECT CODE: IWP100T
EVALUATION METHOD: CONTINUOUS ASSESSMENT
TOTAL TUITION TIME: Not available
OVERVIEW OF SYLLABUS:
Keyboard skills (spacing, indenting, centred headings, columns) and typing skills. Business letters, memorandums, advertisements.

SUBJECT NAME: LAW: PUBLIC RELATIONS I
SUBJECT CODE: LPR100T
EVALUATION METHOD: 1 X 3-HOUR PAPER
TOTAL TUITION TIME: Not available
OVERVIEW OF SYLLABUS:
The course is divided into two modules. First module: common law and the media, defamation, invasion of privacy and voluntary controlling bodies in the media environment. Second module: statutory laws and the media, such as the Publications Act. Copyright and advertising.

SUBJECT NAME: MANAGEMENT PRACTICE IV
SUBJECT CODE: MPT400T
EVALUATION METHOD: 1 X 3-HOUR PAPER
TOTAL TUITION TIME: Not available
OVERVIEW OF SYLLABUS:

SUBJECT NAME: MANAGEMENT PRINCIPLES AND PRACTICE IA
SUBJECT CODE: MPP10AT
EVALUATION METHOD: 1 X 3-HOUR PAPER
TOTAL TUITION TIME: Not available
OVERVIEW OF SYLLABUS:
An explanation of the role of business in the community and how a business in a free-market economy with its need-satisfying institutions employs the limited resources of a community to satisfy needs. The functioning of a business undertaking in its business environment is also explained and an overview of the four fundamental management tasks is given.

SUBJECT NAME: MANAGEMENT PRINCIPLES AND PRACTICE IB
SUBJECT CODE: MPP10BT
EVALUATION METHOD: 1 X 3-HOUR PAPER
TOTAL TUITION TIME: Not available
OVERVIEW OF SYLLABUS:
An introduction to the general organisational functions: marketing, the financial function, operational management, purchasing management, the human resource function. Contemporary issues in business management, which include productivity and the management of small and medium-sized undertakings, are also covered.

SUBJECT NAME: MANAGEMENT PRINCIPLES AND PRACTICE II
SUBJECT CODE: MPP200T
EVALUATION METHOD: 1 X 3-HOUR PAPER
TOTAL TUITION TIME: Not available
OVERVIEW OF SYLLABUS:
Dynamics of the organisation, motivation, management and leadership styles, management by objectives and communication. Decision-making and problem-solving techniques, creativity,
operational research, management of diversity and the systems approach to organisations.

**SUBJECT NAME:** MARKETING AND ADVERTISING: PUBLIC RELATIONS IA  
**SUBJECT CODE:** MAP11AT  
**EVALUATION METHOD:** 1 X 3-HOUR PAPER  
**TOTAL TUITION TIME:** Not available

**OVERVIEW OF SYLLABUS:**
Advertising techniques and methods, the role of advertising in the marketing of products and services.

**SUBJECT NAME:** MARKETING AND ADVERTISING: PUBLIC RELATIONS IB  
**SUBJECT CODE:** MAP11BT  
**EVALUATION METHOD:** 1 X 3-HOUR PAPER  
**TOTAL TUITION TIME:** Not available

**OVERVIEW OF SYLLABUS:**
Advertising techniques and methods, the role of advertising in the marketing of products and services.

**SUBJECT NAME:** MEDIA STUDIES I  
**SUBJECT CODE:** MDS100T  
**EVALUATION METHOD:** 1 X 3-HOUR PAPER  
**TOTAL TUITION TIME:** Not available

**OVERVIEW OF SYLLABUS:**
Media Studies is a very important subject in Public Relations. It is aimed at teaching practical journalistic skills and providing thorough knowledge of the media as required by public relations officers in their careers. An overall view is given, with the emphasis on various aspects of the media. It is important that students become attuned to the daily media such as newspapers, magazines, television and radio. They will be expected to be well prepared for lectures and to collect and quote examples from the media.

**SUBJECT NAME:** MEDIA STUDIES II  
**SUBJECT CODE:** MDS200T  
**EVALUATION METHOD:** 1 X 3-HOUR PAPER  
**TOTAL TUITION TIME:** Not available

**OVERVIEW OF SYLLABUS:**
Media Studies is a very important subject in Public Relations. It is aimed at teaching practical journalistic skills and providing thorough knowledge of the media as required by public relations officers in their careers. An overall view is given, with the emphasis on various aspects of the media. It is important that students become attuned to the daily media such as newspapers, magazines, television and radio. They will be expected to be well prepared for lectures and to collect and quote examples from the media.

**SUBJECT NAME:** MEDIA STUDIES III  
**SUBJECT CODE:** MDS300T  
**EVALUATION METHOD:** 1 X 3-HOUR PAPER  
**TOTAL TUITION TIME:** Not available

**OVERVIEW OF SYLLABUS:**
Media Studies is a very important subject in Public Relations. It is aimed at teaching practical journalistic skills and providing thorough knowledge of the media as required by public relations officers in their careers. An overall view is given, with the emphasis on various aspects of the media. It is important that students become attuned to the daily media such as newspapers, magazines, television and radio. They will be expected to be well prepared for lectures and to collect and quote examples from the media.

**SUBJECT NAME:** NORTHERN SOTHO  
**SUBJECT CODE:** SNR110T  
**EVALUATION METHOD:** 1 X 3-HOUR PAPER  
**TOTAL TUITION TIME:** Not available

**OVERVIEW OF SYLLABUS:**
These practical, career-orientated third- or foreign-language courses equip students with functionally useful listening, speaking, reading and writing skills, and promote an understanding of the relevant culture. Based on a communicative approach, these courses are at beginner’s level, but by the end of the third year, students should have a fair command of the language.
OVERVIEW OF SYLLABUS:

Public Relations is an occupation that relates mainly to image building. Therefore the student’s image, the image of the Department and the University, as well as that of the organisation that will eventually employ the student, form an intrinsic and important whole. A high degree of professionalism and dedication is expected, as well as tact, an aptitude for planning and organising, and an ability to perform well under pressure. Punctuality and conscientiousness are essential. The ability to deal with the different aspects of the profession while maintaining a positive attitude towards the work, fellow students, lecturers and other people who are contacted will be evaluated constantly, since it will form the basis of the job situation. Students are trained to become public relations practitioners who will be able to make effective decisions in a rapidly changing environment. Without this knowledge and background, the public relations practitioner will not have the skills to function as a member of a management team. The course is aimed at providing the student with a structured programme to refine and develop professional skills.

OVERVIEW OF SYLLABUS:

Public Relations is an occupation that relates mainly to image building. Therefore the student’s image, the image of the Department and the University, as well as that of the organisation that will eventually employ the student, form an intrinsic and important whole. A high degree of professionalism and dedication is expected, as well as tact, an aptitude for planning and organising, and an ability to perform well under pressure. Punctuality and conscientiousness are essential. The ability to deal with the different aspects of the profession while maintaining a positive attitude towards the work, fellow students, lecturers and other people who are contacted will be evaluated constantly, since it will form the basis of the job situation. Students are trained to become public relations practitioners who will be able to make effective decisions in a rapidly changing environment. Without this knowledge and background, the public relations practitioner will not have the skills to function as a member of a management team. The course is aimed at providing the student with a structured programme to refine and develop professional skills.

OVERVIEW OF SYLLABUS:

Public Relations is an occupation that relates mainly to image building. Therefore the student’s image, the image of the Department and the University, as well as that of the organisation that will eventually employ the student, form an intrinsic and important whole. A high degree of professionalism and dedication is expected, as well as tact, an aptitude for planning and organising, and an ability to perform well under pressure. Punctuality and conscientiousness are essential. The ability to deal with the different aspects of the profession while maintaining a positive attitude towards the work, fellow students, lecturers and other people who are contacted will be evaluated constantly, since it will form the basis of the job situation. Students are trained to become public relations practitioners who will be able to make effective decisions in a rapidly changing environment. Without this knowledge and background, the public relations practitioner will not have the skills to function as a member of a management team. The course is aimed at providing the student with a structured programme to refine and develop professional skills.
eventually employ the student, form an intrinsic and important whole. A high degree of professionalism and dedication is expected, as well as tact, an aptitude for planning and organising, and an ability to perform well under pressure. Punctuality and conscientiousness are essential. The ability to deal with the different aspects of the profession while maintaining a positive attitude towards the work, fellow students, lecturers and other people who are contacted will be evaluated constantly, since it will form the basis of the job situation. Students are trained to become public relations practitioners who will be able to make effective decisions in a rapidly changing environment. Without this knowledge and background, the public relations practitioner will not have the skills to function as a member of a management team. The course is aimed at providing the student with a structured programme to refine and develop professional skills.

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<tr>
<td>EVALUATION METHOD:</td>
<td>CONTINUOUS ASSESSMENT</td>
</tr>
<tr>
<td>TOTAL TUITION TIME:</td>
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OVERVIEW OF SYLLABUS:
The role and value of research in the field of communication. Application skills of quantitative and qualitative research are acquired.

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<tr>
<th>SUBJECT NAME:</th>
<th>RESEARCH METHODS AND TECHNIQUES I</th>
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<td>RMQ100B</td>
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<tr>
<td>EVALUATION METHOD:</td>
<td>CONTINUOUS ASSESSMENT</td>
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<td>TOTAL TUITION TIME:</td>
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OVERVIEW OF SYLLABUS:
The role and value of research in the field of communication. Application skills of quantitative and qualitative research are acquired.

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<th>SOCIAL PSYCHOLOGY</th>
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<td>1 X 3-HOUR PAPER</td>
</tr>
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OVERVIEW OF SYLLABUS:
Man is examined as a unique being and as an interpersonal group entity.

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OVERVIEW OF SYLLABUS:
These practical, career-orientated third- or foreign-language courses equip students with functionally useful listening, speaking, reading and writing skills, and promote an understanding of the relevant culture. Based on a communicative approach, these courses are at beginner’s level, but by the end of the third year, students should have a fair command of the language.

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OVERVIEW OF SYLLABUS:
These practical, career-orientated third- or foreign-language courses equip students with functionally useful listening, speaking, reading and writing skills, and promote an understanding of the relevant culture. Based on a communicative approach, these courses are at beginner’s level, but by the end of the third year, students should have a fair command of the language.