

# BACCALAUREUS TECHNOLOGIAE: PUBLIC RELATIONS MANAGEMENT

Qualification code: BTPR04 - NQF Level 7

Campus where offered: Soshanguve North Campus

## Important notification to new applicants:

Students who intend to enrol for this qualification should take note that no new applications will be accepted as from 2020. Potential students are advised to consult the University's website for possible new qualifications which are aligned with the newly-implemented Higher Education Qualification Sub-Framework.

## REMARKS

- a. *Admission requirement(s):*  
A National Diploma in Public Relations or a relevant equivalent qualification (at NQF Level 6) obtained from a university or a university of technology. An applicant must have 60% or more in both Public Relations III and Communication Science III or a minimum of one year's relevant industry experience (in the form of a verifiable portfolio of evidence) for applicants who do not meet the requirement of 60%.
- b. *Selection criteria:*  
Admission is subject to selection.
- c. *Minimum duration:*  
One year.
- d. *Presentation and class attendance:*  
Block-mode classes offered over a period of two years on Saturday mornings, with one or two subjects offered as evening classes. Subjects are offered at the location (Soshanguve North or Pretoria campuses) as determined by the Head of the Department.
- e. *Intake for the qualification:*  
January only.
- f. *Exclusion and readmission:*  
See Chapter 2 of Students' Rules and Regulations.
- g. *Recognition of Prior Learning (RPL), equivalence and status:*  
See Chapter 30 of Students' Rules and Regulations.
- h. *Subject credits:*  
Subject credits are shown in brackets after each subject.

**On completion of the Baccalaureus Technologiae: Public Relations Management, students might be considered for continuing with the Master of Strategic Communication.**

## CURRICULUM

### YEAR SUBJECTS

| CODE    | SUBJECT                                   | CREDIT  |
|---------|---|---------|
| CSC400T | Communication Science IV                  | (0,250) |
| MDS300T | Media Studies III (not offered in 2019)   | (0,200) |
| MPT400T | Management Practice IV                    | (0,150) |
| PRS400T | Public Relations IV (not offered in 2019) | (0,250) |



|         |  |         |
|---------|--|---------|
| RMD100I | Research Methodology                   | (0,150) |
| RMD110R | Research Methodology (re-registration) | (0,000) |

TOTAL CREDITS FOR THE QUALIFICATION: **1,000**

## SUBJECT INFORMATION (OVERVIEW OF SYLLABUS)

The syllabus content is subject to change to accommodate industry changes. Please note that a more detailed syllabus is available at the Department or in the study guide that is applicable to a particular subject. On 14 September 2018, the syllabus content was defined as follows:

### C

**COMMUNICATION SCIENCE IV (CSC400T) 1 X 3-HOUR PAPER**

*(Subject custodian: Department of Integrated Communication)*

*A strategic, analytical and critical orientation toward communication is fostered through the in-depth exploration of pertinent issues in the communication discipline. (Total tuition time: ± 28 hours)*

### M

**MANAGEMENT PRACTICE IV (MPT400T) 1 X 4-HOUR PAPER (OPEN BOOK)**

*(Subject custodian: Department of Management and Entrepreneurship)*

Advanced functions of management. Dynamics of organisation. Internal and external environments. Leadership styles. Motivation. Human resources. International trade. Ethics and social responsibility. (Total tuition time: ± 32 hours)

**MEDIA STUDIES III (MDS300T) 1 X 3-HOUR PAPER**

*(Subject custodian: Department of Integrated Communication)*

A strategic, analytical and critical theoretical orientation toward the essence of media theory is fostered. The theoretical aspects are critically explored and evaluated. (Total tuition time: ± 28 hours)

### P

**PUBLIC RELATIONS IV (PRS400T) 1 X 3-HOUR PAPER**

*(Subject custodian: Department of Integrated Communication)*

A strategic, analytical and critical theoretical orientation toward the essence of public relations theory is fostered. The theoretical aspects of complexity and the chaos theory, world systems theory and post-modernism are critically applied to the practice of public relations with a strong focus on strategic management. (Total tuition time: ± 28 hours)

### R

**RESEARCH METHODOLOGY (RMD100I/RMD110R) CONTINUOUS ASSESSMENT**

*(Subject custodian: Department of Integrated Communication)*

The role and value of research in the field of communication. Application skills of quantitative and qualitative research are acquired through the submission of a dissertation. (Total tuition time: ± 28 hours)

