

NATIONAL DIPLOMA: PUBLIC RELATIONS MANAGEMENT

Qualification code: NDPR03 - NQF Level 6

Campus where offered: Soshanguve North Campus

Important notification to new applicants:

No new applications will be accepted as from 2020. Students who enrolled for this qualification for the first time in 2017 (or thereafter), should note that it will not be possible to continue with any Baccalaureus Technologiae as from 2020, since it is being replaced by qualifications aligned with the newly-implemented Higher Education Qualification Sub-Framework. Potential students are advised to consult the University's website for any new qualifications which might not be published in this Prospectus.

REMARKS

a. *Admission requirement(s) and selection criteria:*

• **FOR APPLICANTS WHO OBTAINED A SENIOR CERTIFICATE BEFORE 2008:**

Admission requirement(s):

A Senior Certificate with a C symbol for English at Higher Grade. Applicants from other tertiary institutions will be required to write a formal admission test as well.

Recommended subject(s):

Business Economics, Computer Science, Hospitality Management and Typing.

Selection criteria:

All applicants 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 advanced training and career suitability will be taken into consideration.

• **FOR APPLICANTS WHO OBTAINED A NATIONAL SENIOR CERTIFICATE IN OR AFTER 2008:**

Admission requirement(s):

A National Senior Certificate with a bachelor's degree or a diploma endorsement, or an equivalent qualification, with an achievement level of at least 4 for English (home language or first additional language) and 3 for Mathematics or 4 for Mathematical Literacy. Preference will be given to candidates with a score of 5 or more for English.

Recommended subject(s):

Computer Applications Technology, Economics, Geography, History and official languages.

Selection criteria:

To be considered for this qualification, applicants must have an Admission Point Score (APS) of at least **20** (with Mathematics) or **21** (with Mathematical Literacy).

Assessment procedures:

Applicants who achieve the minimum APS may be required to sit for a TUT potential assessment and possibly attend an interview with a panel to identify specific skills needed in the communication industry and for capacity building purposes. General knowledge, language proficiency and a critical disposition will feature in the potential assessment, since these are of the utmost importance in the communication industry. 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.



- b. *Minimum duration:*
Three years.
- c. *Presentation:*
Day classes.
- d. *Intake for the qualification:*
January only.
- e. *Exclusion and readmission:*
See Chapter 2 of Students' Rules and Regulations.
- f. *Recognition of Prior Learning (RPL), equivalence and status:*
See Chapter 30 of Students' Rules and Regulations.
- g. *Work-Integrated Learning I:*
See Chapter 5 of Students' Rules and Regulations.
- h. *Subject credits:*
Subject credits are shown in brackets after each subject.

CURRICULUM

FIRST YEAR

CODE	SUBJECT	CREDIT	PREREQUISITE SUBJECT(S)
BSP100T	Business Studies: Public Relations I	(0,100)	
CSC120T	Communication Science I	(0,200)	
EPR130T	English: Public Relations A	(0,100)	
IRS100T	Industrial Relations I	(0,100)	
IWP100T	Introduction to Word Processing I	(0,100)	
MDS100T	Media Studies I	(0,200)	
PRS120T	Public Relations I	(0,200)	
SPY200T	Social Psychology	(0,100)	
TOTAL CREDITS FOR THE FIRST YEAR:		1,100	

SECOND YEAR

CODE	SUBJECT	CREDIT	PREREQUISITE SUBJECT(S)
CSC220T	Communication Science II	(0,200)	Communication Science I Media Studies I Public Relations I
LPR100T	Law: Public Relations I	(0,100)	
MAP110T	Marketing and Advertising: Public Relations I	(0,100)	
MDS200T	Media Studies II	(0,200)	Communication Science I Media Studies I Public Relations I
PRS210T	Public Relations II	(0,200)	Communication Science I Media Studies I Public Relations I

plus one of the following languages (as determined by the Head of the Department):

AFP140T	Afrikaans: Skakelwese B	(0,100)
FRE110T	French	(0,100)

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



THIRD YEAR

CODE	SUBJECT	CREDIT	PREREQUISITE SUBJECT(S)
CSC310T	Communication Science III	(0,250)	Communication Science II Public Relations II
EXP1PRO	Work-Integrated Learning I	(0,500)	Communication Science II Media Studies II Public Relations II
PRS310T	Public Relations III	(0,250)	Communication Science II Public Relations II
TOTAL CREDITS FOR THE THIRD YEAR:		1,000	
TOTAL CREDITS FOR THE QUALIFICATION:		3,000	

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:

A

AFRIKAANS: SKAKELWESE B (AFP140T)

1 X 3-HOUR PAPER

(Subject custodian: Department of Applied Languages)

The language as instrument applies. Effective and correct use, as well as the style and register of this language, form the core of the subject. The career environment is the point of departure and national and international events are the themes under discussion. (Total tuition time: ± 96 hours)

B

BUSINESS STUDIES: PUBLIC RELATIONS I (BSP100T)

1 X 3-HOUR PAPER

(Subject custodian: Department of Management and Entrepreneurship)

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. (Total tuition time: ± 96 hours)

C

COMMUNICATION SCIENCE I (CSC120T)

1 X 3-HOUR PAPER

(Subject custodian: Department of Integrated Communication)

As a major subject, this subject forms a theoretical basis for all the other subjects. The aim is to give 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 with regard to organisational communication, inter-cultural communication and mass communication. (Total tuition time: ± 192 hours)

COMMUNICATION SCIENCE II (CSC220T)

1 X 3-HOUR PAPER

(Subject custodian: Department of Integrated Communication)

Students are informed about and become familiarised with certain theoretical concepts and principles of communication extending the theoretical aspects covered in the first year. Insight and self-application are needed for mastering the theoretical principles. The scope and degree of application will increase during the year, and it will become increasingly important to think independently. (Total tuition time: ± 166 hours)



COMMUNICATION SCIENCE III (CSC310T)**1 X 3-HOUR PAPER****(Subject custodian: Department of Integrated Communication)**

The theoretical principles of communication in all its forms are investigated in the South African context. New trends in communication science are investigated through research assignments during the year. (Total tuition time: ± 28 hours)

E**ENGLISH: PUBLIC RELATIONS A (EPR130T)****1 X 3-HOUR PAPER****(Subject custodian: Department of Applied Languages)**

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. (Total tuition time: ± 96 hours)

F**FRENCH (FRE110T)****1 X 3-HOUR PAPER****(Subject custodian: Department of Applied Languages)**

These practical, career-orientated third- or foreign-language programmes 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 programmes are at beginner's level, but by the end of the third year, students should have a fair command of the language. (Total tuition time: ± 96 hours)

I**INDUSTRIAL RELATIONS I (IRS100T)****1 X 3-HOUR PAPER****(Subject custodian: Department of People Management and Development)**

An introduction to the South African labour relations foundations, the labour relations environment, the state and labour laws, labour relations management systems, workplace level labour relations, collective labour relations, dispute resolution and industrial action. Students are introduced to labour relations management and the role of labour relations systems that form the basis for the second year subject/module in the study field. (Total tuition time: ± 90 hours)

INTRODUCTION TO WORD PROCESSING I (IWP100T)**CONTINUOUS ASSESSMENT****(Subject custodian: End User Computing Unit)**

Students have to acquire theoretical knowledge (computing fundamentals) and practical skills as end-users in operating systems and MS Office Suite applications (MS Word, MS Excel, MS Excel Intermediate, MS PowerPoint and MS Access Essentials), graphic design and dealing with the Internet, networks and how to search for information. Students will do online and computer-based tests. The modules are mapped with SAQA and IC3 Essential Skills for Digital Literacy (international certification). (Total tuition time: ± 70 hours)

L**LAW: PUBLIC RELATIONS I (LPR100T)****1 X 3-HOUR PAPER****(Subject custodian: Department of Integrated Communication)**

The subject is divided into two parts. First part: common law and the media, defamation, invasion of privacy and voluntary controlling bodies in the media environment. Second part: statutory laws and the media, such as the Films and Publications Act, 1996 (Act No. 65 of 1996). Copyright and advertising. (Total tuition time: ± 96 hours)

M**MARKETING AND ADVERTISING: PUBLIC RELATIONS I (MAP110T)****1 X 3-HOUR PAPER****(Subject custodian: Department of Marketing, Supply Chain and Sport Management)**

Advertising techniques and methods, the role of advertising in the marketing of products and services. (Total tuition time: not available)



MEDIA STUDIES I (MDS100T)**1 X 3-HOUR PAPER****(Subject custodian: Department of Integrated Communication)**

Media Studies is aimed at teaching practical journalistic skills and giving a 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. (Total tuition time: ± 192 hours)

MEDIA STUDIES II (MDS200T)**1 X 3-HOUR PAPER****(Subject custodian: Department of Integrated Communication)**

An in-depth focus on and practical application of media techniques are presented. There is a strong focus on the development of media strategies. (Total tuition time: ± 166 hours)

P**PUBLIC RELATIONS I (PRS120T)****1 X 3-HOUR PAPER****(Subject custodian: Department of Integrated Communication)**

Students are trained to become public relations practitioners who will be able to make effective decisions in a rapidly changing environment. This subject is aimed at providing the student with a structured programme to refine and develop professional skills. (Total tuition time: ± 192 hours)

PUBLIC RELATIONS II (PRS210T)**1 X 3-HOUR PAPER****(Subject custodian: Department of Integrated Communication)**

Theory from the first year is extended to an in-depth practical application of public relations theory with a specific focus on public relations strategy. (Total tuition time: ± 166 hours)

PUBLIC RELATIONS III (PRS310T)**1 X 3-HOUR PAPER****(Subject custodian: Department of Integrated Communication)**

The theoretical principles of public relations are investigated in the South African context. New trends in the public relations field are explored through research assignments during the year. (Total tuition time: ± 28 hours)

S**SOCIAL PSYCHOLOGY (SPY200T)****1 X 3-HOUR PAPER****(Subject custodian: Department of Integrated Communication)**

Man is examined as a unique being and as an interpersonal group entity. (Total tuition time: ± 96 hours)

W**WORK-INTEGRATED LEARNING I (EXP1PRO)****WORK-INTEGRATED LEARNING****(Subject custodian: Department of Integrated Communication)**

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. (Total tuition time: nine months)

