

BACCALAUREUS TECHNOLOGIAE: PUBLIC RELATIONS MANAGEMENT

Qualification code: BTPR04 - NQF Level 7

Campus where offered: Soshanguve North Campus (block-mode classes)
Last year of new intake: 2019
Teach-out (phase-out) date: 31 December 2021

Students registered for this qualification should complete their studies according to the teach-out date prescribed for the qualification, subject to the stipulations of Regulation 3.1.11 and 3.1.13 in the Students' Rules and Regulations.

Information on phased-out programmes can be obtained from the TUT website, www.tut.ac.za.

CURRICULUM

Consult the 2019 Faculty Prospectus for the full contents of the qualification.

YEAR SUBJECTS

| CODE | SUBJECT | CREDIT |
|--------------------------------------|--|--------------|
| CSC400T | Communication Science IV | (0,250) |
| MDS300T | Media Studies III | (0,200) |
| MPT400T | Management Practice IV | (0,150) |
| PRS400T | Public Relations IV | (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. At time of publication, the syllabus content was defined as follows:

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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)

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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)

