

SAQA ID No:	NQF Level:	Credits:
58339	6	240
Qualification – Diploma: Public Relations Learning Programme ID 63609 Field: 03 - Business, Commerce and Management Studies		

Diploma: Public Relations

Course Information

Equip learners to understand and apply the underlying principles of the Labour Relations sector and associated Human Resource Development Legislation.

Provide a Qualification at NQF Level 5 that is the second step in a learning pathway in the Labour Relations field which will enhance the mobility of employees along a career path in the sector This can be done through an individual learning programme or through associated learnerships at various levels and areas in the Labour Relations environment.

Course	Full-time Diploma: Public Relations	
Programme Type	CHE	
Award Type	Accredited Programme	
Award Issued By	Edu City Campus	
Accredited By	CHE	
Course Duration	Theory	2 Years
Entrance Criteria	NQF Level 4	
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What does the **Diploma: Public Relations** course entail?

You will complete the following modules in order to obtain this qualification:

Year 1

Modules
Module 1: Fundamentals of Public Relations
Module 2: The scope and ethics of public relations
Module 3: Research and public relations
Module 4: Effective communication: The spoken word
Module 5: Publics and public relations
Module 6: The public relations campaign and programme
Module 7: Public relations programme
Module 8: Public relations advertising and publicity

Module 9: Public relations and good brand advertising
Module 10: Sponsorship
Module 11: Corporate image and corporate identity
Module 12: Conferences and seminars
Module 13: Plant openings and open days
Module 14: Public relations and crises
Module 15: Public relations and industrial relations

Year 2

Module
Module 1: The language of publishing (Newspaper)
Module 2: What is news
Module 3: Writing news reports
Module 4: Characteristics of good writing, media releases and compiling of press kits
Module 5: The mass media: print media
Module 6: Interviewing
Module 7: Editing
Module 8: Annual reports and special publications
Module 9: Public relations and journalism
Module 10: News and public relations

How is the **Diploma: Public Relations** assessed?

You will be required to undertake and complete the following per module: (Assignment, Tasks, Research Project and Assessments) as well as a Portfolio of Evidence

Theory	Workplace
<ul style="list-style-type: none"> • Tasks • Assignments • Research Project • Assessments • Portfolio Of Evidence (POE) 	<ul style="list-style-type: none"> • Site Diary • Logbook • Portfolio Of Evidence (POE)

Duration of the **Diploma: Public Relations** course

The Diploma: Public Relations course is delivered in the following manner:

- Attend full-time classes at our campus in Port Elizabeth over a period of 2 years
- You will have access to a computer lab for research purposes.

Who should enrol on this **Diploma: Public Relations** course?

The programme aims to equip qualifying learners with the knowledge and practical skills required to perform effectively in a public relations role as well as with an appropriate knowledge base as preparation for further learning

What are the pre-requisites for the **Diploma: Public Relations** course?

For you to enrol on this qualification you should be in possession of:

- A National Senior Certificate or equivalent.
- 'Equivalent' refers to foreign qualifications (these are qualifications that you obtained in a foreign country, and which are evaluated by SAQA to be equivalent to the university entrance qualification of South Africa).
- A good command of English.

Further studies after **Diploma: Public Relations**

What is the articulation pathway for me once I have completed this full-time course? In other words, what is the possible next step when I have received this qualification? Once you have obtained this qualification in Public Relations, you have the option of entering the world of work immediately, or other appropriate fields through articulation with other tertiary institutions. You can obtain a degree at any other tertiary institution (university or private university in South Africa).

What are my next steps?

If you require more information before deciding if this is the course for you, or if you would like to find out what other options we have available, please contact our call centre on: • Landline: 041 450 2550, or Mobile: 063 236 0351 • E-mail: educol@iafrica.com If you have decided that this is the course for you, then please... • Complete the application form. • Pay the course fees in full or the deposit required. • Submit all your supporting documentation to prove that you meet the entrance criteria for this course as set out in the pre-requisites above. • Send all of the above documentation to: » educol@iafrica.com We look forward to welcoming you as a student at Ed-U City Campus.