



SAQA ID No:	NQF Level:	Credits:
73129	5	245
Qualification – National Diploma: Public Relations Practice Field: 03 - Business, Commerce and Management Studies		

National Diploma: Public Relations Practice

Course Information

Public Relations provides a service for the organisation by helping to give the public and the media a better and complete understanding of the company. The main goal of a Public Relations department is to enhance the reputation of the organisation both internally and externally. Public Relations gives an organisation or individual exposure to their audiences. This Qualification will meet the needs of the Public Relations sector by providing training standards against which Public Relations Officers can be trained. This Qualification meets the needs of society by providing learners who are competent in the tasks required of them as managers, assistant managers or private consultants of a Public Relations department or projects thus contributing to the overall improvement of the public perception of the organisation both internally and externally

Course	Full-time National Diploma: Public Relations Practice			
Programme Type	SETA			
Award Type	Accredited Programme			
Award Issued By	Edu Options Academy			
Accredited By	Services SETA			
Course Duration	Theory	147 Days	Workplace	343 Days
Entrance Criteria	NQF Level 4			
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What does the **National Certificate: Labour Relations Practice** course entail?

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

Year 1

Module	CREDITS
Module 1: Communication research	12
Module 2: Designing, writing and editing communication material.	15
Module 3: Corporate journalism.	13
Module 4: Media relations	20
Module 5: Corporate identity and image management	5
Module 6: Corporate advertising	28
Module 7: Promotional activities including events.	15

Module 8: Issue management.	59
Module 9: Marketing communication.	24
Module 10: Community relations and corporate social investment/responsibility	15
Module 11: Public sector communication	44
	248

How is the **National Diploma: Public Relations Practice** programme 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 **National Diploma: Public Relations Practice** course

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

- The year is divided into two segments namely; Theoretical and Workplace
- Attend full-time classes at our campus in Port Elizabeth over a period of 30 weeks
- And 68 weeks workplace experience
- You will have access to a computer lab for research purposes.

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

The Certificate in **National Diploma: Public Relations Practice: NQF Level 5**, is designed to meet the needs of learners who are already employed and involved in the fields of **National Diploma: Public Relations Practice**. Additionally, however, it will also meet the needs and aspirations of the youth and unemployed who wish to pursue a career in the Labour Relations and associated fields, or in other fields where this learning may be useful. This includes adult learners who want to enter the sector or develop their careers in one or more of the related sub-fields.

What are the pre-requisites for the **National Diploma: Public Relations Practice** 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 **National Diploma: Public Relations Practice**. 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 Practice**, 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 Options Academy Campus.