

# APPLICATIONS NOW OPEN

## ADVANCED DIPLOMA IN MANAGEMENT SCIENCES: SPECIALISING IN PUBLIC RELATIONS AND COMMUNICATION MANAGEMENT

**Upon completion of the Diploma in Management Sciences: Specialising in Public Relations and Communication Management**, students may apply for an Advanced Diploma in Public Relations and Communication Management.

This qualification is developed to enhance the knowledge and skills of learners in respect of project management and organisational behaviour, as well as to enable them to continue their professional development through inculcating a deep and systematic understanding of contemporary thinking, practice, theory and methodology in Public Relations Management.

**This 120 credit qualification is pegged at NQF level 7 and is aligned with the qualification description as per the HEQSF (Higher Education Qualification Subframework).**

### MINIMUM REQUIREMENTS

Diploma in Public Relations, Communications, Journalism, Marketing, Media Studies, or a cognate 360 credit NQF level 6 qualification.

#### Period of Study

One year full-time basis only.

#### Deadline for applications

Applications close on the 29 November 2024.

### MODULES

#### **Advanced Diploma in Management Sciences: Specialising in Public Relations and Communication Management:**

- Organisational Behaviour
- Advanced Strategic Communication
- Advanced Media Studies
- Project Management
- Advanced Public Relations
- Research Methodology.

### ENQUIRIES

**For more information on the programme:** Contact the PR Department at [PR\\_PD\\_APP@dut.ac.za](mailto:PR_PD_APP@dut.ac.za).