



APPLICATIONS NOW OPEN

POSTGRADUATE DIPLOMA IN MANAGEMENT SCIENCES: SPECIALISING IN PUBLIC RELATIONS AND COMMUNICATION MANAGEMENT

Upon successful completion of the Advanced Diploma in Public Relations Management, students may apply for a Postgraduate Diploma in Public Relations Management.

This qualification is developed to enhance the managerial competence of students and to strengthen and deepen their knowledge in the public relations and communication field. Upon completion of the programme, students should be able to competently apply and integrate theoretical principles, evidence-based techniques, and appropriate skills to interrogate and analyse business-related problems and develop appropriate solutions. The programme also promotes the progression of learning by developing the student's ability to undertake scientific research at a more advanced level. Moreover, the programme will contribute to the personal development and growth of students and enhance their efficiency and effectiveness in a dynamic, challenging and complex organisational environment.

This 120-credit qualification is pegged at NQF level 8 and is aligned with the qualification description as per the HEQSF (Higher Education Qualification Sub-framework)

MINIMUM REQUIREMENTS

Advanced Diploma in Public Relations, Communications, Journalism, Marketing, Media Studies, or a cognate 360 credit NQF level 7 qualification.

Period of Study

One year of study. It is offered on a full-time basis only.

Deadline for applications

Applications close on the 29 November 2024.

MODULES - Postgraduate Diploma in Management Sciences: Specialising in Public Relations and Communication Management:

- Critical Media Studies
- Strategic Public Relations
- Strategic Integrated Communication
- Business Research Report
- Business Research Proposal
- Applied Strategic Management

ENQUIRIES

For more information on the programme: contact the PR Department at PR_PD_APP@dut.ac.za.