



CAREER INFORMATION 2021

HIGHER CERTIFICATE IN PUBLIC RELATIONS & COMMUNICATION

DIPLOMA IN MANAGEMENT SCIENCES: PUBLIC RELATIONS & COMMUNICATION



01 JAN - 31 DEC 2021



Diploma in Management Sciences: Public Relations and Communication Management NQF 6 SAQA ID: 94830

Location: ML Sultan Campus (Durban-B Block: 4th Floor) and Riverside Campus (Pietermaritzburg)

Description of the Programme

Public Relations is a strategic communication process used to help forge effective two-way communication between an organisation and its various publics. Communication and/or Public Relations Practitioners are responsible for planning and executing programmes to establish and maintain a favourable image for their employer among the public or groups with which it comes into contact. This communication may be face-to-face with individuals or through the mass media of radio, television, press and the Internet. Students are equipped with various skills such as writing, speaking, research and establishing relationships, all of which are important to any job so students graduate prepared with real-life work skills. Public Relations plays a crucial management role in various organisations for example: government, education, non-profit, politics, the arts, financial, mining, manufacturing and hospitality.

Personal Qualities Required

The Public Relations/Communication Practitioner should have a broad general interest in the world around him/her, be able to remain calm under pressure and have strong communication skills. Honesty, integrity, dedication, passion, creativity, patience, intellectual curiosity and discipline are some of the essential qualities for a successful career in the Public Relations/Communications field.

Duration of the Programme

The programme consists of a three years full-time study period inclusive of work-based learning in the public relations/communication or related field.

Career Opportunities

Public Relations Practitioner, Media Officer, Events Manager, Communication Officer, Promotions Officer, Strategist, Fund Raiser, Social Media Strategist, Digital Account Manager, Brand Manager, Copywriter, Corporate Communications.

Explanation of Points scale

SYMBOL	SENIOR CERTIFICATE	
	HIGHER GRADE	STANDARD GRADE
A	8	6
B	7	5
C	6	4
D	5	3
E	4	2
F	3	1
%	NSC LEVEL	POINTS
90-100	7	8
80-89%	7	7
70-79%	6	6
60-69%	5	5
50-59%	4	4
40-49%	3	3
30-39%	2	2
20-29%	1	1

Entry Requirements (Diploma in Management Sciences: Public Relations and Communication Management)

NATIONAL SENIOR CERTIFICATE (NSC) (01 January 2009)		SENIOR CERTIFICATE (SC) (PRE 2009)			NATIONAL CERTIFICATE (VOCATIONAL) (NCV)	
NSC Diploma Entry. A minimum of 25 points excluding Life Orientation will be considered.		A Senior Certificate or equivalent qualification. Applicant with 20 or more points will be considered			National Certificate Vocational (NCV) (Level 4)	
Compulsory Subjects	NSC Rating Code	Compulsory Subjects	HG	SG	Compulsory Subjects	Mark
English (home) OR	3	English 1 st language OR	E	C	English	50%
English (1st additional)	4	English 2 nd language	D	B	Two fundamental subjects	50%
Mathematics OR	3					
Mathematics Literacy	4	Maths	E	C	Three compulsory vocational subjects	60%
And two 20 credit subjects (not more than 1 language)	3					

Selection Criteria for this Programme

Applicants must meet the minimum requirements mentioned above. NSC and NCV applications received via the Central Applications Office (CAO) will be scored and ranked from highest to lowest points. Based on these rankings, those learners with the highest points will be offered a firm place; the learners who have applied with their grade 11 and / or Midyear Grade 12 results may be offered a conditional place subject to them meeting the requirements mentioned in above. Preference will be given to learners from designated groups.

This programme will only consider applicants who ranked this programme as choice 1, 2 or 3.

NB: If the number of applications exceeds the number of spaces available, the department reserves the right to apply a ranking system to select students. Selection processes may be applicable.

OR

Admission Requirement Based Upon Work Experience, Age and Maturity

For admission to entry level DIPLOMA and certificate studies:

A person may, subject to such requirements as the Senate may determine, be admitted to the Institution even if such a person is not in a possession of a National Senior Certificate, Senior Certificate or an equivalent certificate, provided that:

- The person shall have reached the age of 23 in the first year of registration and shall have at least:
 - three years' appropriate work experience; and/or
 - capacity for the proposed instructional programme, which shall be assessed at the discretion of the respective Head of Department by a Senate approved admission assessment comprising of a DUT Standardised Assessment Test for Access and Placement (SATAP), Academic Literacies (AI) & English for Academic Purposes (EAP) and/or an appropriate subject or programme specific written assessment designed and marked by the relevant Department; and
- The relevant Faculty Board shall be satisfied that the person's standard of communication skills, ability to study successfully and/or work experience are such that the person, in the opinion of the relevant Faculty Board, should be able to complete the proposed instructional programme successfully. If required, the communication skills and study skills should be tested; and
- The person's application for admission in terms of work experience, age and maturity is approved prior to registration.

Applicants intending to gain admission through work experience, age and maturity must submit their applications at least four months before commencement of the academic year inclusive of the date of scheduling writing a requisite eligibility assessment.

Tuition Fees

To assist you with your planning, the 2020 fees have been indicated.

Please Note: DUT cannot be held liable for the fees in this brochure, as the 2021 fees are not yet final.

Please Note: There would be a single registration for semester 1 and semester 2 at the beginning of each academic year.

First Year Curriculum

Name of Module	Module Code	HEQSF Level	SAQA Credits	2020 Fees
Semester One				
Cornerstone	CSTN101	5	12	R2 530.00
Environmental Sustainability	EVST101	5	8	R1 940.00
Quantitative Approaches to Management	QNTA101	5	8	R1 950.00
Introduction to Business Law	IBLA101	5	16	R3 890.00
Introduction to Business	INBU101	5	16	R3 890.00
Total				R14 200.00
Semester Two				
Time & Stress Management	TMST101	5	8	R1 950.00
Law for Life	LWLF101	5	8	R1 950.00
Business Communication & Info. Literacy	BCIF101	5	16	R3 890.00
Financial Literacy	FNLT101	5	12	R2 850.00

Academic Literacy & Practice	ALTW101	5	16	R3 890.00
Total				R14 530.00
Total Credits for Semester 1 & 2			120	

Second Year Curriculum

Semester Three				
Fundamentals of Public Relations	FPRL201	6	16	R3 890.00
Fundamentals of Communication Science	FNCS201	6	16	R3 890.00
Public Relations & Media	PRLM201	5	16	R3 890.00
Introduction to Technology	ITLG101	6	12	R2 850.00
Total				R14 520.00
Semester Four				
Applied PR and Comm. Planning	APCP201	6	16	R3 890.00
Writing for Public Relations	WPRL201	6	16	R3 890.00
Public Relations Contexts	PCTX201	6	16	R3 890.00
Society and the Media	SOCM201	6	12	R3890.00
Total				R15 560.00
Total Credits for Semester 3 & 4			120	

Third Year Curriculum

Semester Five				
Marketing for Public Relations	MRKP201	6	16	R3 890.00
Corporate Communication	COCM301	6	16	R3 890.00
Stakeholder Management	SKMN301	6	16	R3 890.00
Work Preparedness	WKPRI01	6	8	R1 950.00
Total				R13 620.00
Semester Six				
Dynamics in the Workplace	DYNW201	6	16	R3 890.00
Reflective Writing	RFLN201	6	16	R3 890.00
Public Relations Practice	PUBP301	6	16	R3 890.00
Communication Practice	CMNP301	6	16	R3 890.00
Total				R15 560.00
Total Credits for Semester 5 & 6			120	

Higher Certificate in Public Relations and Communication

NQF5

SAQA ID: 110685

Location: ML Sultan (Durban-B Block 4th Floor) and Riverside Campus (Pietermaritzburg)

Description of the Programme

The Higher Certificate in Public Relations and Communication is designed to enhance the employability of students by equipping them with basic public relations and communication knowledge and skills, which will enable them to occupy entry-level/junior or support positions in both the private and the public sectors.

Duration

One year full-time

Entry Requirements (Higher Certificate in Public Relations and Communication)

NATIONAL SENIOR CERTIFICATE (NSC) (01 January 2009)		SENIOR CERTIFICATE (SC) (PRE 2009)			NATIONAL CERTIFICATE VOCATIONAL (NCV)	
NSC Higher Certificate Entry. A minimum of 22 points excluding Life Orientation will be considered.		A Senior Certificate or Equivalent Qualification. A minimum of 20 points will be considered			National Certificate Vocational (NCV) (Level 4)	
Compulsory Subjects	NSC Rating Code	Compulsory Subjects	HG	SG	Compulsory Subjects	Mark
English (home) OR English (1 st additional)	3 4	English	E	D	English/Communication	50%
NB: If the number of applications exceeds the number of spaces available, the department reserves the right to apply a ranking system to select students. Selection processes may be applicable.						

Tuition Fees

To assist you with your planning, the 2020 fees have been indicated.

Please Note: DUT cannot be held liable for the fees in this brochure, as the 2021 fees are not yet final.

Please Note: There would be a single registration for semester 1 and semester 2 at the beginning of each academic year.

First Year Curriculum

Name of Module	Module Code	HEQSF Level	SAQA Credits	2020 Fees
Semester One				
Business Communication and Information Literacy	BCOL101	5	16	R3 890.00
Financial Literacy	FNLT101	5	12	R2 850.00
Introduction to Technology	ITLG101	5	12	R2 850.00
Cornerstone	CSTN101	5	12	R2 530.00
Total				R12 120.00
Semester Two				
Event Management	EVMA101	5	16	R3 100.00
Fundamentals of Writing for Media	FOWN101	5	16	R3 100.00
Introduction to Public Relations and Communication	IPRC101	5	20	R3 100.00
Introduction to Public Relations Media	IPRM101	5	16	R3 100.00
Total				R12 400.00
Total Credits for Semester 1 & 2			120	

Application

Applicants who wish to enrol for the programme/s must apply through the CAO system by no later than 30 November of the previous year.

Application Forms

Contact the Central Applications Office (CAO)

Address letters to:

Central Applications Office
Private Bag X06 Dalbridge 4014
Tel: (031) 268 4444
Fax: (031) 268 4422

OR

Apply online: <http://www.cao.ac.za>

CAO Codes

DBN: Diploma: DU-D-MP3
DBN: Higher Cert.: DU-D-HPR
PMB: Diploma: DU-P-MP3
PMB: Higher Cert.: DU-P-HPR

Closing Date for Applications: 30 November 2020

For Further Information

Contact the Department of Public Relations Management
Durban University of Technology
ML Sultan Campus, B Block 4th Floor
P O Box 1334
DURBAN, 4000
Tel: (031) 373 5277

OR

Contact the Department of Applied Management
Midlands Centre, Pietermaritzburg Campus
P O Box 101112
SCOTTSVILLE
Tel: (033) 845 8851

Financial Aid

For Financial Aid application for a DUT programme please apply online to www.nsfas.org.za or call the NSFAS call centre on 0860 067 327.

Please note that completing a form does not guarantee Financial Aid. For further assistance, please consult the Department of Financial Aid and Scholarships on (031) 373 2931/2557/2054.

This leaflet is for information purposes only and is not binding on the Durban University of Technology.