



DUT
DURBAN UNIVERSITY OF TECHNOLOGY
INYUVESI YASETHEKWINI YEZOBUCHWEPHESHE



FACULTY OF
MANAGEMENT
SCIENCES

PUBLIC RELATIONS MANAGEMENT

2021 HANDBOOK

HANDBOOK FOR 2021

FACULTY of MANAGEMENTSCIENCES

DEPARTMENT of PUBLIC RELATIONS MANAGEMENT

DEPARTMENTAL MISSION

To provide a quality service to learners at both undergraduate and postgraduate, through formally accredited programmes, in the field of Public Relations and Communication Management.

The Department is committed to producing self-motivated, independent thinking and professional graduates in the field of Public Relations and Communication.

What is a University of Technology?

A university of technology is characterised by being research informed rather than research driven where the focus is on strategic and applied research that can be translated into professional practice. Furthermore, research output is commercialised thus providing a source of income for the institution. Learning programmes, in which the emphasis on technological capability is as important as cognitive skills, are developed around graduate profiles as defined by industry and the professions.

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IMPORTANT NOTICE

The departmental rules in this handbook must be read in conjunction with the University of Technology's General Rules contained in the current General Handbook for Students.

NOTE TO ALL REGISTERED STUDENTS

Your registration is in accordance with all current rules of the Institution. If, for whatever reason, you do not register consecutively for every year/semester of your programme, your existing registration contract with the Institution will cease. Your re-registration anytime thereafter will be at the discretion of the Institution and, if permitted, will be in accordance with the rules applicable at that time.

I. CONTACT DETAILS

All departmental queries to:

Secretary:	Mrs. F. Fazloodeen
Tel No:	031-3735277
Fax to e-mail No:	086 2425292
Location of Department:	B Block, 4 th floor, Room no. AB0409 ML Sultan Campus

All Student registration queries to:

Faculty officer:	Mr S Reddy
Tel No:	031 373 6339
Location of Faculty office:	A-Block, 1 st Floor, ML Sultan Campus
Executive Dean:	Prof F. Netswera
Tel No:	031-3735130
Fax No:	031-3735333
Location of Executive Dean's office:	A-Block, 1 st Floor, ML Sultan Campus
Deputy Dean:	Dr M. Lourens
Tel No:	031-373 5130
Fax No: Location of Deputy Dean's office:	031-3735333 A-Block, 1 st Floor, ML Sultan Campus

2. STAFFING

Name and Qualification

Head of Department

Prof VP Rawjee, DPhil (NMMU)

Senior Lecturer

Dr P Naidoo, DPhil (UniZul)

Lecturers

Ms N. Ramlutchman, MA (UKZN)

Ms Y Nokwe, MMSc (DUT)

Dr E. Madondo, D.Phil (DUT)

Ms Z. Jeewa, MA (UKZN)

3. PROGRAMMES OFFERED BY THE DEPARTMENT

Programmes are offered in this Department which, upon successful completion, lead to the award of the following qualifications:

Qualification
Higher Certificate Public Relations and Communication (ID: 110685)
Diploma in Management Sciences (Public Relations and Communication Management) (ID: 94830)
Advanced Diploma in Management Sciences (Public Relations and Communication Management)
Postgraduate Diploma in Management Sciences (Public Relations and Communication Management)
Master of Management Sciences (Public Relations and Communication) (ID: 96838)
PhD in Management Sciences (Public Relations and Communication) (ID: 96817)

The following programmes are being phased out and there will be no new intake for these qualifications:

National Diploma in Public Relations Management;
Bachelor of Technology (Public Relations Management).

4. PROGRAMME INFORMATION AND RULES

The department offers the Higher Certificate, Diploma, and Advanced Diploma on a full time basis only.

The full-time instructional programmes are offered to students between 08:00 and 16:50 at the discretion and timetabling of the department.

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. Upon completion of the programme, students will be equipped with the appropriate knowledge and skills to work in the public relations and communication (or related) field as junior public relations and communications assistants and practitioners. This 120 credit qualification is at an NQF level 5 and is aligned with the qualification description as per the HEQSF (Higher Education Qualification Sub-framework).

The Diploma in Management Sciences: Public Relations and Communication Management has been developed to produce competent graduates who are grounded in the fundamental theory and principles that underlie the practice and growth in this field. This 360 credit diploma is at an NQF level 6 and is aligned with the qualification description as per the HEQSF (Higher Education Qualification Sub-framework). In keeping with the institution's aims of creating, maintaining and developing its relationships with commerce, government and industry, this diploma seeks to further strengthen the link between the institution and the world of work. The learning environment is flexible in both its mode of delivery and its methodologies, with a combination of formal face-to-face classes, and independent learning contributing to the learners' experience.

The Advanced Diploma in Management Sciences: Public Relations and Communication Management 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 at an NQF level 7 and is aligned with the qualification description as per the HEQSF (Higher Education Qualification Sub-framework).

The Postgraduate Diploma in Management Sciences: Public Relations and Communication Management is 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).

The Masters in Management Sciences (ID: 96838) and Doctorate in Management Sciences (ID: 96817) are offered on both a full-time and part-time basis.

4.1 Higher Certificate in Public Relations and Communication

The following rules are to be read in conjunction with the General Rules found in the DUT General Handbook for Students. See General Rule G7.

4.1.1 Entrance Requirements for the Higher Certificate in Public Relations and Communication (ID: 110685) Qualification

Applicants wishing to enrol for the Higher Certificate in Public Relations and Communication at the Durban University of Technology must have a National Senior Certificate (NSC) score of a minimum of 22 points

Or

A Senior Certificate (SC) must score a minimum of 20 points, and achieve a minimum rating/symbol for English as reflected in the Table below.

Or

A National Certificate (Vocational) level 4 qualification with a minimum of 50% for English or Communication.

The following admission rating system will be used when selecting students for the higher certificate:

Compulsory Subjects	NSC	SC		NCV
	Rating	HG	SG	
English home language/Communication	3	E	D	50%
English first additional language	4			

Explanation of Points scale:

Symbol	Senior	
	Higher Grade(HG)	Standard Grade (SG)
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

)

4.1.2 Selection criteria for this programme

Applicants must meet the minimum requirements mentioned in 4.1.1 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 II results may be offered a conditional place subject to them meeting the requirements in 4.1.1. Preference will be given to learners from designated groups.

4.2 Diploma: Management Sciences

(Public Relations and Communication Management ID.94830) The following rules are to be read in conjunction with the General Rules found in the DUT General Handbook for Students. See General Rules G21B, General Rules G7 and DUT Rule G16.

4.2.1 Entrance Requirements for the Diploma: Management Sciences (Public Relations and Communication Management) Qualification

Applicants wishing to enrol for the Diploma: Management Sciences at the Durban University of Technology are required to have the National Senior Certificate (NSC) NQF4 equivalent qualification, with a minimum of 25 points excluding Life Orientation.

Explanation of Points scale:

Symbol	Senior	
	Higher Grade(HG)	Standard Grade (SG)
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

)

The following admission rating system will be used when selecting students:

DEPARTMENTAL NSC REQUIREMENTS		DEPARTMENTAL SENIOR CERTIFICATE REQUIREMENTS		
NSC Diploma Entry A minimum of 25 points excluding Life Orientation will be considered.		A Senior Certificate or equivalent qualification will be considered. Applicants with 20 or more points will be considered		
Compulsory Subjects	NSC Rating Code	Compulsory Subjects	HG	SG
English (home) OR English (1st additional)	3 4	Engl 1 st lang OR	E	C
Maths OR	3	Engl 2 nd lang	D	B
Maths Literacy	4	Maths	E	C
And two 20 credit subjects (not more than 1 language)	3			

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

A National Certificate (Vocational) Level 4 issued by the Council for General and Further Education and Training with a) at least 50% in three fundamental subjects, including English; and b) at least 60% in three compulsory vocational subjects

Or

An access pathway for mature students (older than 23 years with a minimum of 3 years work experience in a related field) will be provided. Learners may also be granted access to the qualification through DUT's Recognition of Prior Learning (RPL) process.

4.2.2 Selection criteria for this programme

Applicants must meet the minimum requirements mentioned in 4.2.1. 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 II results may be offered a conditional place subject to them meeting the requirements in 4.2.1. Preference will be given to learners from designated groups.

4.3 Advanced Diploma: Management Sciences

(Public Relations and Communication Management) The following rules are to be read in conjunction with the General Rules found in

the DUT General Handbook for Students. See General Rules G21B, General Rules G7 and DUT Rule G16.

4.3.1 Entrance Requirements for the Advanced Diploma: Management Sciences (Public Relations and Communication Management) Qualification

Applicants wishing to enrol for the Advanced Diploma: Management Sciences at the Durban University of Technology are required to have a Diploma in Management Sciences, specialising in one of the following areas: Business Administration; Marketing; Retail; Operations Management; Public Relations and Communication Management; Business Law, or Human Resources Management, or a cognate 360 credit NQF level 6 qualification.

If the number of applications exceeds the number of spaces available, the department reserves the right to apply a ranking system to select students.

4.4 Postgraduate Diploma Management Sciences (Public Relations and Communication Management) The following rules are to be read in conjunction with the General Rules found in the DUT General Handbook for Students. See General Rules G21B, General Rules G7 and DUT Rule G16.

4.4.1 Entrance Requirements for the Postgraduate Diploma Management Sciences (Public Relations and Communication Management)

Admission to the Postgraduate Diploma in Management Sciences will be granted to those applicants who have completed an Advanced Diploma in Management Sciences, or a cognate qualification, at NQF level 7, in any one of the following areas: Marketing; Retailing; Public Relations and Communication Management; Operations Management; Quality Management; Human Resource Management; Business Law, or Business Administration.

4.5 MASTERS IN MANAGEMENT SCIENCES: SPECIALISING IN PUBLIC RELATIONS AND COMMUNICATION (NLRD ID: 96838)

This is a full dissertation based qualification. The Masters allows the student to explore research opportunities in a specialised area of public relations and communication.

45.1 Admission Requirements

In addition to General Rules G24, the following also applies:
The B Tech: Public Relations Management or equivalent.

For other information, please address enquiries to the Management Sciences Postgraduate Office (MLS Campus, A Block, 1st Floor) or the Department of Public Relations Management (MLS Campus, B Block, 4th Floor).

4.6 DOCTOR OF PHILOSOPHY IN MANAGEMENT SCIENCES: SPECIALISING IN PUBLIC RELATIONS AND COMMUNICATION (ID: 96817)

This is a thesis based qualification. In the thesis, students must provide proof of original and creative thinking, development work and problem-solving, and make a real contribution to the solving of a particular problem to which their research applies. For further information, please address enquiries to the Management Sciences Postgraduate Office (MLS Campus, A Block, 1st Floor) or the Department of Public Relations Management (MLS Campus, B Block, 4th Floor).

4.6.1 Admission Requirements

In addition to General Rules G25, the following also applies:

Applicants should possess an appropriate Masters qualification, or an equivalent and relevant NQF level 9 qualification. For other information, please address enquiries to the Management Sciences Postgraduate Office (MLS Campus, A Block, 1st Floor) or the Department of Public Relations Management (MLS Campus, B Block, 4th Floor).

5. Programme Structure

5.1 Higher Certificate in Public Relations and Communication

Subjects	Assessment method	Semester	NQF level	Study Period	Pre-Req	Major Subject
Financial Literacy	C	1	5	1		
Introduction to Technology	C	1	5	1		
Cornerstone 101	C	1	5	1		
Business Communication and Information Literacy	C	1	5	1		
Introduction to Public Relations and Communication	C	2	5	1		Yes
Introduction to Public Relations and Media	C	2	5	1		Yes

Event Management	C	2	5	I		Yes
Fundamentals of Writing for Media	C	2	5	I		Yes

C = Continuous Assessment

E = Final Examination

5.2 Diploma in Management Sciences (Public Relations and Communication Management) (NLRD No. 94830)

Subjects	Assessment method	Semester	NQF level	Study Period	Pre-Req	Major Subject
DUT Cornerstone 101	C	1	5	1		
Environmental Sustainability	C	1	5	1		
Quantitative Approaches to Management Sciences	C	1	5	1		
Introduction to Business	C	1	5	1		
Introduction to Business Law	C	1	5	1		
Time & Stress Management	C	2	5	1		
Law for Life	C	2	5	1		
Academic Literacy	C	2	5	1		
Business Communication & Information Literacy	C	2	5	1		
Financial Literacy	C	2	5	1		
Fundamentals of Public Relations	C	1	6	2		Yes
Fundamentals of Communication Science	C	1	6	2		Yes
Public Relations and Media	C	1	6	2		Yes

Introduction to Technology	C	1	6	2		
Applied Public Relations and Communication Planning	C	2	6	2	Fundamentals of Communication Science	Yes
Writing for Public Relations	C	2	6	2		Yes
Public Relations Contexts	C	2	6	2	Fundamentals of Public Relations	Yes
Society and the Media	C	2	6	2		
Work Preparedness		1	6	3		
Marketing for Public Relations	C	1	6	3		
Corporate Communication	C	1	6	3	Applied Public Relations and Communication Planning	Yes
Stakeholder Management	C	1	6	3	Public Relations Contexts	Yes
Dynamics in the Workplace	C	2	6	3		Yes
Reflective Learning	C	2	6	3		Yes
Public Relations Practice	C	2	6	3		Yes
Communication Practice	C	2	6	3		Yes

C = Continuous Assessment

E = Final Examination

5.3 Advanced Diploma in Management Sciences (Public Relations and Communication Management)

Subjects	Assessment method	Semester	NQF level	Study Period	Pre-Req	Major Subject
Organisational Behaviour	C	1	7	1		
Advanced Strategic Communication	C	1	7	1		Yes
Advanced Media Studies	C	1	7	1		Yes
Project Management	E	2	7	1		
Advanced Public Relations	E	2	7	1		Yes

Research Methodology	C	2	7	1		
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C = Continuous Assessment E = Final Examination

5.4 Postgraduate Diploma in Management Sciences (Public Relations and Communication Management)

Subjects	Assessment method	Semester	NQF level	Study Period	Pre-Req	Major Subject
Critical Media Studies	C	1	8	1		Yes
Strategic Public Relations	C	1	8	1		Yes
Strategic Integrated Communication	C	1	8	1		Yes
Business Research Report	C	2	8	1		
Business Research Proposal	C	2	8	1		
Applied Strategic Management	E	2	8	1		

C = Continuous Assessment E = Final Examination

6. Registration and Re-registration Rules

6.1 Registration for Higher Certificate in Public Relations

- Students registering for the Higher Certificate in Public Relations are required to meet minimum requirements detailed in the departmental entrance requirements in 4.1.1 and 4.1.2.
- This course is offered in on a semester basis and registration takes place once a year in January. See General Rules G3, G4, G5, G6, G7 and G16.

Registration for Diploma in Management Sciences (Public Relations and Communication Management)

- Students registering for the Diploma in Management Sciences (Public Relations and Communication Management) are required to meet minimum requirements detailed in the departmental entrance requirements in 4.2.1 and 4.2.2.
- This course is offered in on a semester basis and registration takes place once a year in January. See General Rules G3, G4, G5, G6, G7 and G16.

- The last date for acceptance of late enrolments or transfers from other departments will be four weeks from the commencement of lectures.

Registration for Advanced Diploma in Management Sciences (Public Relations and Communication Management)

- Students registering for the Advanced Diploma in Management Sciences (Public Relations and Communication Management) are required to meet minimum requirements detailed in the departmental entrance requirements in 4.3.1. This course is offered in on a semester basis and registration takes place once a year in January. See General Rules G3, G4, G5, G6, G7 and G16.

Registration for Postgraduate Diploma in Management Sciences (Public Relations and Communication Management)

- Students registering for the Postgraduate Diploma in Management Sciences (Public Relations and Communication Management) are required to meet minimum requirements detailed in the departmental entrance requirements in 4.4.1. This course is offered in on a semester basis and registration takes place once a year in January. See General Rules G3, G4, G5, G6, G7 and G16.

6.2 Changing from old programme to new programme

The B-Tech in Public Relations Management will be phased out and students who have not completed the outstanding subjects in terms of the phase out plan will be required to either transfer to the new qualification, or must complete the outstanding subjects elsewhere and may apply for exemption, subject to the provision of the general rules.

Students transferring from the incomplete B-Tech in Public Relations Management (BT PRMI) to the Advanced Diploma in Management Sciences: Public Relations and Communication Management may, on application, be granted credit for subjects passed towards the new qualification.

6.3 Exemptions and Transfers

Students will be able to carry credits from the B-Tech in Public Relations Management to the new qualification within a three year period. See General Rules G8 and G9.

6.4 Work done during the semester/year:

1. Year marks/semester marks shall be determined in accordance with the requirements as indicated in the learner/study guides. For details of assessment refer to the learner/study guide pertaining to each module. Failure to meet these requirements will disqualify a student from writing the final examination in the module concerned.
2. Notwithstanding Rule G12 a year/semester mark obtained for any subject is valid only for the main examination in the year/semester in which a student is registered plus the supplementary examination in that subject if granted to the student in terms of Rule G13.
3. If a student is absent from a test / formal assessment a medical certificate must be provided within seven working days from the date that the assessment was conducted. The Department reserves the right to verify any medical certificate.
4. All students that were absent for a formal assessment and have submitted a medical certificate to the Department, will be permitted to write a make-up test. A make-up test replaces a single test that has been missed in the course of the year, and may not be used to replace an assignment mark. If the student is absent for the make-up test, a zero mark will be allocated.
5. Students must verify course marks before the final examinations (where applicable) are written. A 40% course mark/DP is needed to gain entry into the exam.
6. The onus is on the student to verify all marks for CA before the final submission to the examinations department.

6.5 Experiential Learning / Work Based Learning

Read in conjunction with Rule G28 in the General Handbook for Students. In order to qualify for the diploma, all full-time students who are *bona fide* final year students (i.e. students who will complete their diploma programme at the end of the third year) will be required to undertake a period of experiential learning in an approved organisation.

The student is required to complete an official logbook detailing duties performed and be subject to an end-of-training evaluation by the immediate supervisor.

Although the Institution undertakes to assist the student/candidate in obtaining suitable experiential learning placement, the onus is on the student/candidate to find an “employer”.

The employer must be accredited by the Durban University of Technology for the purposes of experiential learning. An experiential learning agreement creates a separate contract between the “employer” and the student/candidate.

6.6 Exclusion Rules

1. Notwithstanding DUT General Rules relating to unsatisfactory students (G17, G21, G22 and G23), any student who does not pass a minimum of 40% of the modules for which they were registered in a year will be prevented from re-registering for the qualification. Students will have the right to appeal against their exclusion.
2. Students who have been excluded from any other programme and who want to register for programmes offered in this department will be considered on an individual basis.

7. Subject Content

The syllabus for each subject for the various qualifications is published at the end of the handbook.

8. Student Conduct

See General Handbook Rules SR1 to SR12

9. Progression Rules including pass requirements

1. The final pass mark for all subjects is 50%.
2. Barring timetable and credit constraints, students who have failed any modules in a previous semester are required to register for the failed modules first before any new modules are added.
3. Students may not register for more than 0,5 HEMIS credits in a semester – the HEMIS credits to be determined by the online and/or manual registration

process. Information on HEMIS credits is also available from the academic department.

4. Where a module has a pre-requisite module, students are required to pass the pre-requisite module first (see below).
5. See General Rule G14, G15, G16 and G21B See General Rule G14, G15, G16 and G21B.

A first year student who fails five (5) or more modules will not be permitted to register for any second year modules. Students have the right to appeal this decision via the Student Appeals Committee (SAAC).

The following pre-requisites and co-requisites apply:

The following pre-requisites apply to Level 2, Semester 2:

Level 2, Semester 2 Module	Pre-requisite
Public Relations Contexts	Fundamentals of Public Relations
Applied Public Relations and Communication Planning	Fundamentals of Communication Science

The following pre-requisites apply to Level 3, Semester 1:

Level 3, Semester 1 Module	Pre-requisite
Corporate Communication	Applied Public Relations and Communication Planning
Stakeholder Management	Public Relations Contexts

The following co-requisites apply to Level 3, Semester 2:

Co-requisite	
Public Relations Practice	Communication Practice
Communication Practice	Public Relations Practice

9.1 Pass Requirements

See General Rule G14/G16/G17

10. SYLLABI

10.1 Higher Certificate in Public Relations and Communication – Module Content)

Semester 1 DUT Cornerstone 101

The module content is developed around the concept of journeys, across time, across space, and across human relationships. It will take the journey of the uMngeni River (which is close to all DUT campuses) as a metaphor. The module will bring different

disciplinary perspectives to this content – environmental, historical and sociological in particular.

The metaphor of the journey will be sustained across the module and will be applied to personal journeys, historical, political and environmental journeys, and social journeys, with specific focus on gender. Each section will draw in issues of ethics, diversity and critical citizenry. The design team may later take a different metaphor or theme, but with the same outcomes and attributes.

The final section of the module will identify and integrate learning from earlier sections, and examine implications for further learning. At each stage of the module, activities such as the weekly online journal and class discussion will involve reflection and build communicative practices. There will be a concluding section in which students will identify their learning and examine the implications for their roles as students and as citizens.

Introduction to Technology

- Overview of computer terminology
- Hardware
- Software
- Ethics of Information Technology.
- The internet
- Upload and downloading files
- Ms Word
- PowerPoint.

Financial Literacy

- Introduction to Financial Literacy
- Savings and budgeting
- Debt Reduction and Asset Building
- Basic Accounting
- Cash Management
- Basic Cost Accounting
- Cost Volume Profit Analysis
- Personal Finance
- Retirement Planning

Business Communication and Information Literacy

- Group roles, functions and behaviour, and reflection on own and others' performance.

- Format and conventions for: various types of business letters; e-mails; reports; memoranda, and meetings documentation.
- Exercises for practice of the aforementioned.
- Functions and patterns of meetings and roles and functions of office bearers.
- Accessing and searching electronic catalogues and databases for specific items
- Library website and Online Public Access Catalogue
- Summon Discovery tool and search engines
- Library electronic databases
- Harvard referencing system
- Plagiarism

Semester 2 Introduction to Public Relations and Communication

- Definition of public relations and communication □ History of public relations and communication
- Importance of public relations to an organisation
- Link between public relations and marketing
- Roles and functions of a public relations/communication practitioner
- Benefits of verbal and non-verbal communication in public relations
- Communication tools of public relations
- Public relations and communication in the corporate context
- Development of a public relations programme
- Public speaking

Introduction to Public Relations and Media

- Introduction to public relations and journalism
- Interaction between public relations and journalism
- Characteristics and categories of news
- Types of news and news values
- Introduction to Print Media
- Introduction to Electronic Media
- Introduction to New Media
- Media relations and interaction through: ○ Media Interviews ○ Media Conference ○ Media Kit
- Ethical media considerations

Fundamentals of Writing for the Media

- Principles of good writing
- Basic techniques of writing
- Writing styles
- Writing models

- Conducting background research
- Writing lead paragraphs
- Writing a press release
- Feature article writing
- Writing for social media

Event Management

- Fundamentals of event management
- Characteristics and categories of events
- Organisational issues when managing an event
- Success factors when managing an event
- Event management process and structure
- Event planning and time management □ Implementing and organising the plan
- Management of events
- Characteristics of an effective control system

10.2 Diploma in Management Sciences (Public Relations and Communication Management – Module Content)

DUT Cornerstone 101

The module will start with the analysis of a current issue (one critical event or development will be analysed; the event in focus will be selected on the basis of its connections to the theme of journeys and its relevance to the issues of ethics, diversity and critical citizenry). The topics will include such topics as the following, not necessarily in this sequence:

Our journeys: moving into higher education

Journeys from self to community (including forms of community engagement and service)

Journeys of migration, discovery and coercion (including movement of labour)

Environmental Sustainability

1. Ecological studies
 - Ecosystems
 - Biodiversity
 - Conservation
 - Hydrological cycle
2. Climatology
 - Global warming and climate change
 - Effects on biodiversity
 - Strategies to curb facilitated climate change
3. Environmental health

- What is environmental health?
- Pollution
- Environmental risk and society
- Sustainable development

4. Environmental sociology

- Traditional environmental knowledge
- Poverty, abuse and crime □ Resource management
- Poverty, abuse and crime

Law for Life

1. Life scenario: Motor vehicle accident:

Criminal law- purpose, procedure, parties, bail, sentences

Civil law-purpose, procedure, parties, outcomes

Law of insurance-purpose, concept of risk, the contract of insurance, the parties, the premium, the insurable interest and the doctrine of subrogation

Road Accident Fund- effect on the common law, purpose of the fund, application, forms

2. Life scenario: A man wishes to get married, he already has one wife.

Different types of marital regime in

- South Africa civil unions customary
- unions same sex life partnerships

3. Life scenario: A man dies leaving three wives and eight children.

The law of testate and intestate succession.

The requirements for a valid will.

Drafting a valid will

Introduction to Business

Business Environment

- The nature of the business environment?
- External, market and internal environments and their inter-relationship.

Environmental analysis Business Management

- The nature of business management.
- Management concepts: Planning, organising, leading and controlling.
- Decision-making process
- Careers in Business Management

Marketing Management

- What is Marketing Management? The 4P's
- (Product, Price, Promotion and Place)
- Careers in Marketing Management

Retail Management

- What is Retail Management?
-
-
-
-

Functions of Retailing

Retail mix

Role of retail in the supply chain

Careers in Retail Management Human Resources Management

What is Human Resources Management & Personnel Management?

Careers in Human Resources Management

Public Relations Management

- What is Public Relations Management?
- Functions of Public Relations
- Careers in Public Relations Management

Operations Management

- What is Operations Management?
- Concepts of efficiency, factories, products, layouts and quality. Careers
- in Operations Management

Quantitative Approaches to Management Sciences

- Basic Number Calculations
- Working with Fractions
- Working with Decimals
- Decimal Fractions
- Working with percentages
- Using a calculator
- Ratios
- Powers and Roots
- Algebra
- Graphical representations – straight line graph
- Tables and Charts
- Statistics

Time and Stress Management

- Introduction to Stress and Stress Management
- Building Stress Management Skills
- Understanding Time Management
- Overcoming Barriers to Effective Time Management
- Purpose of Planning
- Personal Goal Setting

Introduction to Business law

Basic framework of the South African legal system.

General principles of the law of contract.

The principles of consumer law in South Africa.

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- Brief overview of the Basic Conditions of Employment Act 75 OF 1977. Brief overview of social security at work: Unemployment Insurance Act 63 of 2000, Compensation for Occupational Injuries and Diseases Act 130 of 1993.

Specialisation specific:

- Legislation relating to packaging in South Africa.
- Intellectual property law.
- The law relating to electronic payment systems.
- Dismissals and unfair labour practice. The Labour Relations Act 66 of 1995.
- Censorship
- Freedom of expression

Business Communication and Information Literacy

- Group roles, functions and behaviour, and reflection on own and others' performance. Format and conventions for: various types of business letters; emails; reports; meetings documentation. Exercises for practice of the aforementioned. Functions and patterns of meetings and roles and functions of office bearers.
- Accessing and searching electronic catalogues and databases for specific items; evaluating items so found. Use of at least one referencing system.

Financial Literacy

- Savings and budgeting
- Debt Reduction and Asset Building (bank statement and bank recon) (interest rate, compound and simple)
- Building a good credit rating
- Consumer Protection (link with law)
- Wages and taxation (basic categories, direct and indirect, vat, individual tax)
- Investment Planning
- Retirement (Building a pension fund / provident fund)

Academic Literacy

Each week the teaching and learning will incorporate the three strategies outlined below collaboratively.

Strategy 1: Reading

Students will be given guided reading tasks in order to encourage them to complete a full reading of the text. Focus will be drawn to each of the following approaches to reading:

- Reading a text for its educational value
- Reading for pleasure
- Reading selected passages of a text for analysis
- The differentiation between reading novels, business correspondence newspapers and social media
- The identification of different registers, dialects, and jargon within a text

- The emergence of blending, code-switching and the incorporation of indigenous languages

Strategy 2: Critical-thinking and Discussion

Students will be provided with group discussion topics which will be related to the text that they have read. The objective will be to draw parallels between students' own life stories and experiences, and the pertinent issues which emerge from the text.

Focus will be drawn to the following areas of social discourse:

- Preparation for life in the adult world of work and responsibility
- Gender relations
- Personal ethical frameworks
- Cultural literacies: reconfiguring inter-cultural communication into transculturation and engaging with global cultural trends through South African modes of representation

Strategy 3: Writing

Students will be guided to build upon the platform laid by the reading and critical-thinking/discussion sections of the module. The objective will be to develop writing skills at the sentence and paragraph construction levels using the following methodologies:

- Examining how sentences and paragraphs have been constructed by the writer of the text in selected passages
- Revision of the basic properties of sentences and paragraphs
- Writing practice (beyond the shadow of plagiarism)
- Laying the foundations of academic research through research report writing.
- Proofreading and editing of writing
- Summary writing

Year 2 Fundamentals of Public Relations

- The public relations profession
- Historical Perspectives
- Introduction to Research in public relations □ The public relations programme
- Introduction to the tools of public relations

Fundamentals of Communication Science

- History of Communication
- Functions of Communication
- The Communication Process
- Perception, Listening and Feedback
- Non-verbal Communication
- Language and Communication
- Small-group Communication □ Public Speaking

Public Relations and Media

- Public Relations and Journalism
- Interaction between public relations and journalism
- Characteristics, categories and types of news

- News values and newsworthiness
- Print Media – newspapers
- Print Media – magazines
- Electronic Media – television
- Electronic Media – radio
- Introduction to New Media technology and its impact on the public relations profession □ Media relations and interaction through: ○ Media Interviews (research, planning, guidelines) ○ Media Conference (planning and execution) ○ Media Kit
- Ethical media considerations

Applied Public Relations and Communication Planning

- Programme Research;
- Programme planning;
- Programme action and communication
- Programme evaluation

Writing for Public Relations

- Introduction to Public Relations writing
- The role of the writer
- Ethical and legal responsibilities of the Public Relations writer
- Public and channels
- Research for the public relations writer
- Writing modules ○ Press release ○ Feature article ○ Newsletter ○ Online articles and posts

Public Relations contexts

- Public Relations Ethics and Responsibilities
- Corporate Social Responsibility
- Financial Public Relations
- Environmental Relations
- Consumer Relations
- Business and Non-profit Public Relations
- Public Relations in Entertainment, health, sport and travel

Introduction to Technology

- Overview of computer terminology
- Overview of the Ethics of Information Technology.
- Access to the internet, upload and downloading files
- Overview of Ms Word
- Overview of a presentation package such as PowerPoint.

Society and the media

- Defining the media
- Media studies and approaches
- What do the media do to us: Media and society

- Ideological power of the media
- Censorship and the media

Year 3 Work Preparedness

- Techniques for identifying personal strengths and weaknesses
- Career planning and goal setting
- Employment barriers and overcoming them
- Sources of career and job opportunity information
- Job search techniques
- Styles, types and applications of the CV (resume)
- The written CV
- Researching prospective employers
- Preparation for interviews
- Interviewing techniques
- Dress and hygiene practices
- Ethical behaviour and punctuality
- Realistic expectations

Marketing for Public Relations

- What is marketing and the processes that are followed to reach the consumer
- The marketing environment
- Understanding the consumer
- Segmentation, targeting and positioning
- Product ,distribution and pricing decisions □ Integrated Marketing Communication

Corporate Communication

- Organisational Communication
- Intercultural Communication
- Introduction to Corporate Strategy □ Reputation Management

Stakeholder Management

- Strategic public relations management
 - Public Relations Departments ○ Public Relations firms
- Stakeholder relations ○ Analysing the term 'stakeholder'
 - Understanding the effects/implications of stakeholders on the organisation ○ Maintaining mutually beneficial systems of stakeholder relationships ○ Identifying, analysing and communication with various stakeholder groups
- Brand management ○ Introduction to branding; its purpose and importance

- The difference and relationship between corporate image, corporate identity and brand
- Brand positioning
- Associative network model for brands ○ Brand equity ○ Brand names

Dynamics in the Workplace

- Organisational roles and structures
- Employment contracts and labour practices
- Time management
- Changing aspects in the workplace: sexual harassment, conflict management and labour law

Reflective Learning

- Introduction to Reflective learning
- Guided Reflection
- Compiling Reflective Diaries
- Writing Reflectively

Public Relations Practice

- Event Organisation
- Media Liaison
- Conference planning
- Exhibition Planning
- Fundraising for Non Profit organisations
- Publication Management
- Corporate social responsibility

Communication Practice

- Written Communication (Internal and External)
- Campaign Planning
- Corporate Advertising

10.3 Advanced Diploma in Management Sciences (Public Relations and Communication Management – Module Content)

Semester I Advanced Media Studies

- Analysis of media texts
- Media representations
- The business of media

Advanced Strategic Communication

- Communication, Culture and Strategy
- Performance Communication

- Strategic Communications for the organisation

Organisational Behaviour

- Introduction to organisational behaviour
- Managing demographic and cultural diversity in organisations
- Individual differences and perception
- Motivation theories
- Managing groups and teams
- Communication
- Leadership
- Conflict and negotiations
- Organisational culture
- Organisational change

Semester 2 Advanced Public Relations

- Public Relations theories and concepts
- Public Relations research and evaluation
- Ethics and professionalism in public relations
- Public Relations in the corporate context
- Public Relations in politics and government
- International context of public relations

Project Management

- Introduction to Project management
- The Project lifecycle
- Project management process
- Project Methodology
- Project stakeholder management
- Project time management
- Project procurement management
- Project Resource Management
- Project cost management
- Project quality management
- Project Risk Management

Research Methodology

- identifying a real world problem and developing a problem statement
- choosing a topic
- ethics in research
- information search and plagiarism
- qualitative, quantitative and mixed methods research
- developing aim and objectives

- literature review
- Harvard referencing method
- questionnaire development
- Writing up a proposal

10.3 Postgraduate Diploma in Management Sciences (Public Relations and Communication Management – Module Content)

Critical Media Studies

- Theories and approaches of new media;
- New media users;
- Construction and influence of news;
- News accuracy and impartiality;
- Realism and truth in documentaries;
- Performance and documentary;
- Ethics and documentary;
- Cultural approaches to understanding media users;
- Media effects models and influences

Strategic Public Relations

- Strategic need of public relations;
- Public relations situations and issues management;
- Internal and external organisational environments;
- Characteristics and categories of publics;
- Strategic goals and objectives;
- Proactive and reactive action and response strategies;
- Implement strategic public relations plans using various communication tactics;
- Factors and approaches to evaluating public relations strategic plans

Strategic Integrated Communication

- The business environment and strategic integrated communication;
- Shift towards strategic integrated communication;
- Different approaches to organisational culture;
- Organisational culture to support strategic integrated communication;
- Leadership communication styles and approaches;
- Relationship between leadership communication and strategic integrated communication;
- Stakeholder relationships within strategic integrated communication;
- Governance and strategic integrated communication;
- Strategic integrated communication implementation in various organisational contexts

Applied Strategic Management

- The strategic management process
- Strategic direction and environmental analysis
- Industry and competitor analysis
- Corporate level strategy: horizontal integration; vertical integration; strategic outsourcing, and corporate diversification strategies
- Building competitive advantage through functional level strategy
- Building competitive advantage through business level strategy
- Competing in emerging economies
- Implementing strategy: core competencies, re-engineering, and organisational structure
- Corporate governance and business ethics considerations

Business Research Proposal

- Upon completion of the module the student should be able to:
- Develop a problem statement and rationale for a study
- Develop the aim and objectives for a study, or construct hypotheses
- Apply ethical principles in research
- Conduct a literature search and a literature review
- Develop a research proposal

Business Research Report

- Identification of a real-world research problem
- Development of the aim and objectives of the study/hypotheses, and/or research questions
- Selection of an appropriate research methodology
- Demarcation of the target population and selection of a sample
- Preparation of a draft research questionnaire and/or an interview schedule
- Completion of DUT's Ethical Issues Checklist
- Preparation of letters of Information and Consent.
- Development of a research proposal