

HANDBOOK FOR 2014

FACULTY of
MANAGEMENT
SCIENCES

DEPARTMENT of
PUBLIC RELATIONS
MANAGEMENT

DEPARTMENTAL MISSION

To serve the need for skills required within the dynamic environment of the public relations industry and to enable quality teaching, learning, research and community engagement by:-

Providing:

- Current and relevant career focused education

Promoting:

- Ethical behaviour, integrity and professionalism in support of the institutional mission
- Sustainable partnerships with the business community
- Excellence in applied and relevant research

Supporting:

- Students in pursuing success
- Staff development and growth
- Development in teaching and learning
- Departmental viability

What is a University of Technology?

A university of technology is characterized 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 commercialized 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..

1. CONTACT DETAILS

All departmental queries to:

Secretary: TBA
Tel No: 031 – 373 5277
Fax No: 031 – 373 5106
Location of Department: ML Sultan Campus, Block B, 4th Floor;
Room 17.

Head of Department: Dr V P Rawjee
Tel No: 031 — 373 6826
Fax No: 031 — 373 5106
Location of office: ML Sultan Campus, B Block, 4th Floor,
Room 17

All Faculty queries to:

Faculty officer: Ms R Pankhurst
Tel No: 031 —373 5410
Fax No: 031 —373 5518
Location of Faculty office: ML Sultan Campus

Executive Dean: Dr. R Balkaran (Acting)
Tel No: 031 —373 5130
Fax No: 031 —373 5518
Location of Executive Dean's office: ML Sultan Campus

2. STAFFING

Head of Department

Name and Qualification

Dr VP Rawjee, ND: Public Relations, NHD: Public Relations (MLST), BA (Hon) (UND); MA (UND), DPhil (NMMU).

Senior Lecturers

Prof R Rampersad, ND: Public Relations, B Tech: Public Relations (MLST), M Tech (PE), DPhil (Unizul).
Dr P Naidoo, ND: Public Relations, B: Tech Public Relations (MLST), MTech: Public Relations (DUT), DPhil (Unizul).

Lecturers

Mr. ZB Ngubane, BA, Hon BA (UND), MA (UKZN)

Ms. N Ramlutchman, BA, Hon BA (UND), 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	SAQA NLRD Number
National Diploma:Public Relations Management	72256
Bachelor of Technology:Public Relations Management	72155
Master of Technology:Public Relations Management	72197

4. PROGRAMME INFORMATION AND RULES

Successful applicants study towards a three-year National Diploma.

Minimum admission requirements.

National Diploma: Public Relations Management

- (a) All persons applying for the National Diploma in Public Relations Management are obliged to apply to the Central Applications Office (CAO) and to be available for selection tests on dates decided on by the department.
- (b) The basic entrance requirements are:
 - (i) A National Senior Certificate or equivalent qualification with the following rating:

NSC REQUIREMENTS		SENIOR CERTIFICATE REQUIREMENTS
Compulsory Subjects	NSC Rating Code	A Senior Certificate with a minimum D symbol in English (HG) and a HG pass in any other recognized language.
English (home) OR English (1st additional)	4	
Any other language	4	
If the number of applications exceeds the number of places available, the department reserves the right to apply a points system to select students on the NSC rating codes.		

Additional Entry Requirements: Applicant must have an acceptable level of language competence as assessed by the Department. Selection tests will be conducted.

Use the NSC rating system below to determine the rating level.

NSC ADMISSION RATING SYSTEM		
RATING	CODE RATING	MARKS%
7	Outstanding achievement	80-100
6	Meritorious achievement	70-79
5	Substantial achievement	60-69
4	Adequate achievement	50-59
3	Moderate achievement	40-49
2	Elementary achievement	30-39
1	Not achieved	0-29

- (ii) In addition to the above criteria (and in keeping with Rule G22 of the General Handbook), persons applying for the National Diploma: Public Relations Management must have an acceptable level of language competence as assessed by the department, satisfy the criteria applied by the department in its selection procedures, and realise that admission can be considered only if a place is available. Students applying for admission to the programme leading to the National Diploma in Public Relations Management are subject to selection in terms of admission tests undertaken within the department. The dates and venues of such tests are made known well in advance each year.
- (c) The onus is on persons applying who are school-leavers to provide the department with pre-matric (trials) marks at the time of their selection tests (or as soon afterwards as possible); as well as to ensure that the first official print-out of their Senior Certificate or matriculation marks is sent to the department. If selected, students are required to tender their matric certificates at enrolment, or as soon as they become available after that date.
- Post-matric students are obliged to make their matric certificates and/or official printouts of post-matric marks available at the time of the selection tests.

ENGLISH LANGUAGE REQUIREMENTS

In addition to Rule G7, applicants must have achieved an English language pass of E on Higher Grade or D on Standard Grade.

In addition to the provisions of Rule G12, the following points apply:

- (a) Admission to examinations shall be dependent on satisfactory attendance, defined as 80% attendance at all classes (review of this provision being the prerogative of a department in special circumstances);
- (b) The year/semester marks will be publicly displayed. Any student may check his/her marks on boards under the control of a particular department.

- (c) The University reserves the right to withhold the Duly Performed (Course Mark) and examination results of students who have not completed payment of fees (academic or residence).
- (d) Condonations of late or unsubmitted assignments will be considered ONLY on the following grounds:
 - (i) illness, supported by documentary evidence;
 - (ii) proven breakdown of transport on due date; and
 - (iii) personal trauma, e.g. bereavement, at the time of the due date supported by documentary evidence.NOTWITHSTANDING this, any student failing more than one major subject in first year will not be permitted to re-register until they pass rewrites in these subjects.
- (e) On the basis of a poor class record during the programme and/or generally poor examinations, negative attitudes and/or behaviour considered unsuitable in one's training for the profession concerned, the right is reserved to request a student to leave, or to refuse to register him/her the following year/semester.
- (f) Third year students must attend all lectures and seminars and submit assignments timeously. Failure to comply with these rules will result in the student failing his/her final year.

Bachelor of Technology: Public Relations Management

Entrance requirement for BTech: Public Relations Management is the N.D.: Public Relations Management or equivalent. A graded average of 60% in Communication Science III and Public Relations III is required.

Master of Technology: Public Relations Management

Entrance requirements for the MTech programme is a 60% pass at B-Tech Level.

Candidates offering an 'equivalent' for entry must make application for Conferment of Status, which must be granted before a place can be offered or accepted.

5. PROGRAMME STRUCTURE

NATIONAL DIPLOMA: PUBLIC RELATIONS MANAGEMENT							
Code	Subjects:	*C/O	Semester/ Year	Assessment Method	NQF Levels	Pre-requisite	Co- req.
PREL103	Public Relations I	C	Year	1 three hour written exam; tests; written and practical assessments	6	As per entrance Requirements	N/A
PREL202	Public Relations II	C	Year	1 three hour written exam; tests; written and practical assessments	6	A pass in major subjects at first year level	N/A
PREL302	Public Relations III	C	Year	1 three hour written exam and written and practical assessments	6	As pass in all first and second year major subjects as well as a pass in six (6) auxiliary subjects.	N/A
PRPR301	Public Relations Practice	C	Year	1 written assessment and practical assessments	6	A pass in all first and second year major subjects, as well as a pass in six (6) auxiliary subjects.	N/A
CSCI104	Communication Science I	C	Year	1 three hour written exam; tests; written and practical assessments	6	As per entrance Requirements	N/A
CSCI204	Communication Science II	C	Year	1 three hour written exam; tests; written and practical assessments	6	A pass in major subjects at first year level	
CSCI303	Communication Science III	C	Year	1 three hour written exam & written and practical assessments	6	A pass in all first and second year major subjects as well as a pass in six (6) auxiliary subjects.	N/A
MSTU102	Media Studies I	C	Year	1 three hour written exam; tests; written and practical assessments	6	As per entrance Requirements	N/A
MSTU202	Media Studies II	C	Year	1 three hour written exam; tests; written and practical assessments	6	As pass in major subjects at first year level	N/A
SPSC201	Social Psychology	C	Year	1 three hour written exam; tests; written and practical assessments	6	N/A	N/A
IWPR 102	Introduction to Word Processing	C	Year	Continuous assessments including practical work	6	As per entrance Requirements	N/A
BSPR 102	Business Studies	C	Year	Tests, assignments and an exam	6	As per entrance Requirements	N/A
ENGL 101	English	C	Year	Continuous assessment: two tests; one assignment, one oral presentation	6	As per entrance Requirements	N/A
MKAP102	Marketing and Advertising	C	Year	Tests, assignments, tutorials and an exam	6	As per entrance Requirements	N/A
LPRE102	Law for Public Relations	C	Year	Tests, assignments and an exam	6	N/A	N/A
INRL 101	Industrial Relations	C	Year	Tests, assignments and an exam	6	N/A	N/A
ISIZ 101	isiZulu or	C	Year	Tests, assignments and an exam	6	N/A	N/A
AFKS 101	Afrikaans	C	Year	Tests, assignments and an exam	6	N/A	N/A

B.TECH: PUBLIC RELATIONS MANAGEMENT							
Code	Subjects:	*C/O	Semester/ Year	Assessment Method	NQF Levels	Pre-requisite	Co- req.
MSTU302	Media Studies III	C	Year	1 three hour written exam and written and practical assessments	7	60% pass in Comm. Science III and Public Relations III	N/A
PREL401	Public Relations IV	C	Year	1 three hour written exam and written and practical assessments	7 7	60% pass in Comm. Science III and Public Relations III	N/A
CSCI402	Communication Science IV	C	Year	1 three hour written exam and written and practical assessments	7	60 % pass in Comm. Science III and Public Relations III	N/A
RMPR101	Research Methodology	C	Year	Continuous assessment including practical work	7	60 % pass in Comm. Science III and Public Relations III	N/A
MPRC 401	Management Practice	C	Year	1 three hour written exam and written and practical assessments	7	60 % pass in Comm. Science III and Public Relations III	N/A
M.TECH: PUBLIC RELATIONS MANAGEMENT							
RPRM501	Research Dissertation	C	Year	Final submission of dissertation for examination purposes	8	An average score of 60% based on all B- Tech subjects	N/A

* C + Compulsory; O = Optional

6. ASSESSMENT RULES (If more stringent than General Rules)

See Learner Guides for a detailed assessment plan.

7. RE-REGISTRATION RULES (if more stringent than General Rules)

Appeals

Students may apply with motivation to the Head of Department in writing, to be re-considered for re-admission. The Head of Department will make a recommendation to the Faculty Board for a decision.

Exclusion Rules (if more stringent than General Rules)

As per General Rules

8. SUBJECT CONTENT

NATIONAL DIPLOMA: PUBLIC RELATIONS MANAGEMENT

PUBLIC RELATIONS I (PREL103)

1. Historical perspectives
2. The Public Relations profession
3. Elementary Public Relations research
4. The basic Public Relations programme
5. Tools and techniques of Public Relations
6. Practical work/assignments/case studies

COMMUNICATION SCIENCE I (CSCI104)

1. Introduction to the nature of communication theory
2. Intrapersonal communication
3. Interpersonal communication
4. Public communication
5. Small group communication
6. Mass communication
7. Practical applications

MEDIA STUDIES I (MSTU102)

1. Ethical considerations
2. Gathering the news
3. Newspapers
4. Magazines
5. Feature writing
6. Radio
7. Television
8. New Media Technology
9. News release writing
10. Media Strategy

INTRODUCTION TO WORD PROCESSING (IWPR102)

1. Hardware and Software
2. Keyboarding skills
3. M.S. word processing

ENGLISH (ENGL102)

1. Language as a medium of communication
2. Précis
3. Report writing
4. Style in feature writing
5. Correspondence
6. Analysis of articles
7. Oral
8. Language usage
9. Objective/Subjective language
10. Vocabulary
11. Conference organisation
12. Speech writing

13. Advertising as a medium of communication
14. Reviews
15. Functional grammar

PUBLIC RELATIONS II (PREL202)

1. PR Research and planning
2. Budgeting
3. PR in commerce and industry
4. PR for non-profit and welfare organisations
5. PR in the public sector
6. International PR
7. Social responsibility
8. Students are encouraged to do their own research into organisations and to take part in promotional campaigns

COMMUNICATION SCIENCE II (CSCI204)

1. Mass communication and theories
2. Mass media (Theory and Practice)
3. Persuasive communication
4. Political communication
5. Practical application

MEDIA STUDIES II (MSTU202)

1. Editing and design
2. Photography
3. Advanced writing
4. Desktop publishing
5. Semiotics
6. Censorship

MARKETING AND ADVERTISING FOR PUBLIC RELATIONS (MKAP102)

1. The marketing background
2. The marketing mix
3. Marketing research
4. The marketing communication mix
5. Introduction to strategic marketing, planning.

BUSINESS STUDIES: PUBLIC RELATIONS (BSPR102)

An introductory course that explains how the business is formed and operates within the economic environment. Emphasis on entrepreneurial skills development: project oriented.

1. Basic economic concepts
2. Forms of business ownership
3. Financial accounting and reporting
4. Business plan
5. General management
6. Risk management
7. Marketing management
8. Financing (long and short term)
9. Human resources management

LAW FOR PUBLIC RELATIONS (LPRE102)

1. Introduction to the S.A. Legal system
2. Definition and registration of newspapers
3. Defamation
4. Statutes regulating advertising
5. Gambling
6. The law of Immaterial Property
7. Statutes regulating contents of publications
8. Basic outline of relevant areas of Labour Law
9. Basic principles of Law of Contract
- 10 Any other relevant legislation promulgated not less than six months before the date of the examination.

isiZULU (ISIZ 101)

1. Theory of communication
2. Correspondence
3. Meeting procedure
4. Language usage
5. Speeches
6. Conflict
7. Language of persuasion

AFRIKAANS (AFKS101)

1. Theory of communication
2. Grammar
3. Composition
4. Practical application

COMMUNICATION SCIENCE III (CSCI303)

1. Organisational communication
2. Intercultural communication
3. Development communication
4. Public and Internal Communication
5. Advanced Case Studies

PUBLIC RELATIONS III (PREL302)

1. Public Relations management, techniques and strategies
2. Corporate / Institutional, advocacy advertising
3. Advanced communication with employees
4. Public Relations in the mass communication media
5. Advanced case studies/assignments

PUBLIC RELATIONS PRACTICE (PRPR301)

1. Six months of WIL within the field of Public Relations
2. Written assessments and practicals

SOCIAL PSYCHOLOGY (SPSC201)

1. Introduction to Social Science
2. Individual factors in social perception
3. Social relations
4. Social influence
5. Group dynamics and leadership
6. Social psychology in the workplace

INDUSTRIAL RELATIONS (INRL101)

1. Introduction to Industrial Relations
2. Parties to the labour relationship
3. Labour relations and the organisation
4. New Labour Relations Act (LRA)
5. Recognition agreements and in-company procedures
6. Conflict resolution
7. Unfair dismissals

BACHELOR OF TECHNOLOGY: PUBLIC RELATIONS MANAGEMENT

PUBLIC RELATIONS IV Code: 051701806 (PREL401)

1. Theoretical context of Public Relations
2. International Public Relations
3. Political and Governmental Public Relations
4. Corporate Community Involvement
5. Financial Public Relations

MEDIA STUDIES III Code: 051203003 (MSTU302)

1. Mass Media Theories
2. Media and Representation
3. Media Ownership and Control
4. Political Economy of the Media
5. Advanced Desktop Publishing

COMMUNICATION SCIENCE IV Code: 051701906 (CSCI402)

1. Theories in Development Communication
2. Strategic Organisational Communication
3. Strategic Communication Planning
4. Corporate Reputation Management
5. Conflict Resolution and Negotiation

MANAGEMENT PRINCIPLES AND PRACTICE Code: 040923306 (MPRC401)

1. Evolution of management
2. The practice of management
3. Small business undertakings
4. Planning
5. Organising
6. Leading
7. Controlling
8. The nature of managerial work

RESEARCH METHODOLOGY Code: 229900012 (RMPR101)

1. The purpose of research
2. The purpose and importance of research in the educational situation
3. Steps in research
4. Methods of research
5. Statistical methods
6. Test compiling and analysis of student answers
7. Aids in research
8. A mini-thesis on a specialised area of communication selected in consultation with the lecturer.

MASTER OF TECHNOLOGY: PUBLIC RELATIONS MANAGEMENT

A research only Master's programme. The candidate should be able to conduct independent research by interpreting analysing and using time management skills, under minimal guidance in a chosen field, and thus contribute to knowledge production in that field. The research problem, its justification, process and outcome should be reported in a dissertation, which complies with the generally accepted norms for research at that level.

NB: Students to read this section in conjunction with the relevant learner guides.