



2017 HANDBOOK PUBLIC RELATIONS MANAGEMENT



HANDBOOK FOR 2017

FACULTY OF MANAGEMENT SCIENCES

**DEPARTMENT of
PUBLIC RELATIONS AND
COMMUNICATION MANAGEMENT**

DEPARTMENTAL MISSION

To provide a quality service to learners at both undergraduate and post graduate level, 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 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.

I. CONTACT DETAILS

All departmental queries to:

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2. STAFFING

Name and Qualification

Head of Department (Acting) Dr. P. Naidoo (DPhil: Communication Science)

Lecturers Ms. N. Ramlutchman (MA: Culture, Communication & Media Studies)

Mr. Z. Ngubane (MA: Culture, Communication & Media Studies)

Part Time Dr. N. Govindsamy (DPhil: Communication Science)
Ms. Z. Jeewa (MA: Media and Cultural Studies)

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

Diploma in Management Sciences: Public Relations and Communication Management

National Diploma: Public Relations Management (Phasing out in 2016)

Bachelor of Technology in Public Relations Management

Masters in Management Sciences: Public Relations and Communication Management

Doctorate in Management Sciences: Public Relations and Communication Management

The National Diploma: Public Relations Management will begin a phase out process and there will be no further first year in take in 2016.

The B-Tech in Public Relations Management will be phasing out and the Advanced Diploma and Post Graduate Diploma are to be introduced in 2019.

4. PROGRAMME INFORMATION AND RULES

The department offers the Diploma on a full time basis only. The B-Tech program is offered on both on a full time and part-time basis.

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

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

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 a level 6 and is aligned with the qualification description as per the HEQF (Higher Education Qualification 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

Diploma: Management Sciences

(Public Relations and Communication Management NLRD No. 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 and General Rules G7.

4.1 Entrance requirements for the new qualifications are as follows:

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

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

NSC Requirements	NSC Rating Code	Senior Certificate requirements
Compulsory Subjects		Applicants with 20 points or more holding a senior certificate or equivalent qualification will be considered.
English (home) OR English (1 st additional)	3 4	
Mathematics OR Mathematics Literacy	3 4	
And two (2) 20 credit subjects (not more than one language)	3	
Note: A pass in Mathematics (3) or Maths Literacy (3) is not a requirement for the specialisation below, however, internal selection processes will be applied if the number of applicants exceeds the number of spaces available: <ul style="list-style-type: none">• Public Relations and Communication Management		

Scoring:

RESULTS	NSC	SENIOR CERTIFICATE		NC (V)
		HG	SG	
90 – 100%	8	8	6	4
80 – 89%	7	7	5	4
70 – 79%	6	6	4	4
60 – 69%	5	5	3	3
50 – 59%	4	4	0	0
40 – 49%	3	3	0	0

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.

Selection criteria for this programme.

Applicants must meet the minimum requirements mentioned in 4.1 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 above. Preference will be given to learners from designated groups.

4.2 Registration

- 1.1 All courses offered are semester and registration takes place during January and July. See General Rules G3, G4, G5, G6 and G7.
- 1.2 The last date for acceptance of late enrolments or transfers from other departments will be four weeks from the commencement of lectures.

4.3 Changing from old programme to new programme

Students who have failed more than two subjects in the first year of study in ND: Public Relations and Communication Management will have to migrate to the new qualification.

The ND PRM will be phased out and students who have not completed the outstanding subject 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 National Diploma in Public Relations Management (ND PRM) to the Diploma in Management Sciences: Public Relations and Communication Management (DMS: PRCM) may, on application, be granted credit for subjects passed towards the new qualification.

4.4 Exemptions and transfers

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

4.5 Work done during the year: see programme and assessment plan and structure accordingly

1. Year marks/course 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.

5. Student conduct

See General Handbook Rules SR1 to SR12

6. Experiential 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 industrial/commercial organisation.

Details are available in the Departmental Experiential Learning Policy document. 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.

7. Programme structure (New programme)

Subjects	Assessment method	Semester	NQF level	Pre-Req	Major Subject
DUT Cornerstone I01	C	1	5		
Environmental Sustainability	C	1	5		
Quantitative Approaches to Management Sciences	C	1	5		
Introduction to Business	C	1	5		
Introduction to Business Law	C	1	5		
Time & Stress Management	C	2	5		
Law for Life	C	2	5		
Academic Literacy	C	2	5		
Business Communication & Information Literacy	C	2	5		
Financial Literacy	C	2	5		
Fundamentals of Public Relations	C	1	6		Yes
Fundamentals of Communication Science	C	1	6		Yes
Public Relations and Media	C	1	5		Yes
Introduction to Technology	C	1	6		
Applied Public Relations and Communication Planning	C	2	6		yes
Writing for Public Relations	C	2	6		Yes
Public Relations contexts	C	2	6		Yes
Society and the media (GEM)	C	2	6		
Work Preparedness (Inst GEM)		1	6		Yes
Marketing for Public Relations	C	1	6		
Corporate Communication	C	1	6		Yes
Stakeholder Management	C	1	6		Yes
Dynamics in the Workplace	C	2	6		
Reflective Learning	C	2	6		
Public Relations Practice	C	2	6		Yes
Communication Practice	C	2	6		Yes

C = Continuous Assessment

E = Final Examination

8. 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.
Also see General Rule G14, G15, G16 and G21B See General Rule G14, G15, G16 and G21B.

9. 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 are wanting to register for programmes offered in this department will be considered on an individual basis.

10. Subject Content

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

11. RULE DETAILS ENTRANCE REQUIREMENTS

See General Rules G7.

REGISTRATION

See General Rules G3, G4, G5 and G6.

INSTRUCTIONAL PROGRAMME

Diploma in Management Sciences

(Public Relations and Communication Management) (NLRD No. 94830)

1. The instructional programme shall consist of ten (10) Level One, three (3) Level Two, and three (3) Level Three subjects.
2. All lectures for this diploma will be conducted on full-time (3 years) basis.

3. Subjects

Level One (1)

DUT Cornerstone 101

Environmental Sustainability

Quantitative Approaches to Management Sciences

Introduction to Business

Introduction to Business Law
Time & Stress Management
Law for Life
Academic Literacy
Business Communication & Information Literacy
Financial Literacy

Level Two (2)

Fundamentals of Public Relations
Fundamentals of Communication Science
Public Relations and Media
Applied Public Relations and Communication Planning
Writing for Public Relations
Public Relations contexts
Introduction to Technology
Society and the media

Level Three (3)

Work Preparedness
Marketing for Public Relations
Corporate Communication
Stakeholder Management
Dynamics in the Workplace
Reflective Learning
Public Relations Practice
Communication Practice

WORK DONE DURING THE YEAR

In addition to the conditions of General Rule G14 and Departmental Rule CM6 the following conditions will apply:

I. Tuition, part-time courses

There will be approximately 32 weeks of lectures, tutorials, tests and revision.

Subject to size of classes and the credit value, the weekly programme will be:

Lectures: 2 or 3 periods

Tutorials: 1 period

PASS REQUIREMENTS

See General Rule G14/G16/G17.

SYLLABI

The syllabus for each subject indicated in the instructional programme above is published at the end of the handbook in alphabetical order.

B. TECH: PUBLIC RELATIONS MANAGEMENT (BTPRMI)

Course Objective:

Public Relations offer direction for organisations to communicate, manage relationships and engage with their stakeholders. This degree aims to prepare students with the knowledge, skills and competencies relevant to the public relations discipline.

ENTRANCE REQUIREMENTS

The ND: Public Relations Management or an equivalent three year tertiary qualification. In addition, a graded average of 60% in Public Relations Three and Communication Science Three.

REGISTRATION

See General Rules G23

INSTRUCTIONAL PROGRAMME

The programme comprises five (5) subjects:

Subject

- Public Relations IV
- Communication Science IV
- Media Studies III
- Research Methodology
- Management Practice

DURATION OF INSTRUCTIONAL PROGRAMME

Full time or a minimum of two years part-time.

ASSESSMENT AND EXAMINATION

See General Rules G12/G13

PASS REQUIREMENTS

See General Rules G14 & G16

EXEMPTIONS

See General Rules G8

SYLLABI

The syllabus for each subject indicated in the instructional programme above is published at the end of the handbook.

MASTERS IN MANAGEMENT SCIENCES:

PUBLIC RELATIONS AND COMMUNICATION MANAGEMENT (NLRD ID: 96838)

This is a dissertation based qualification. Students must prove that they understand a particular problem in the industry in which they have done research, are able to analyse and set it out logically, are able to arrive at logical conclusions or a diagnosis, and are then able to make proposals for the improvement/the elimination of the problem. For further information, please address enquiries to the Department of Public Relations Management.

ADMISSION REQUIREMENTS

B. Tech: Public Relations Management. See General Rules G24 (1).

REGISTRATION

See General Rules G26.

DURATION

See General Rules G24 (2).

ASSESSMENT AND DISSERTATION

See General Rules G24 (4).

DOCTOR OF PHILOSOPHY IN MANAGEMENT SCIENCES: SPECIALISING IN PUBLIC RELATIONS AND COMMUNICATION MANAGEMENT

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 in the industry to which their research applies. For further information, please address enquiries to the Department of Public Relations Management.

ADMISSION REQUIREMENTS:

Applicants should possess an appropriate Masters qualification, an equivalent and relevant NQF level 9 qualification.

REGISTRATION

See General Rules G26.

DURATION

See General Rules G25 (2).

ASSESSMENT AND DISSERTATION

See General Rules G25 (4).

SYLLABI

Diploma in Management Sciences (Public Relations 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.
 - 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

Students will be introduced to the concept of academic literacies and the link between reading literature and literacy. Also academic research and the writing of assignments will be discussed. The problems associated with referencing and plagiarism will be addressed. Distribution of novel and learner guides will take place. Text reading targets for the structured completion of students' own reading of the novel will be set.

Students will discuss in groups selected passages from novel with respect to register, culture and purpose. Oral feedback session.

Students will identify parts of sentence construction and compare direct and indirect speech. Students will complete a short written quiz to assess their progress in the reading of the novel. (online exercises)

Analysis of paragraphs. Students will identify topic sentences and other functionalities. Group work discussions and critical thinking on themes related to gender relations and language. Students will write a short (15 lines) paragraph each related to group discussions on gender. Formative assessment and feedback to be given.

Students to read aloud in class from the novel!

Research Report Writing Workshop. Developing the basics of the academic research writing process. Further developed by online exercises.

Proof-reading and correction exercises. Focus on punctuation and accuracy.

Writing and re-writing exercises. Focus on expression and clarity.

Group discussions and worksheet on multilingualism and translation in texts. Focus on glossary and dictionary use.

On-line self-assessments of students' progress with the prescribed novel.

Students will complete a short written quiz to assess their progress in the reading of the novel.

Textual analysis: Students will analyse selected passages from the novel and in groups complete worksheet on transculturation/intercultural communication.

Summary writing: purposes and strategies.

Summary writing exercises.

Summary writing: selecting relevant information.

Summary writing exercises.

Self-reflection:

How has reading the novel helped develop my academic literacy/literacies?

What role does culture play in the modern lifestyle of both work and leisure?

Submission of short written piece based on this reflection.

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 & 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

SYLLABI National Diploma Public Relations Management [Old Diploma]

ND: PUBLIC RELATIONS MANAGEMENT (NDPRM2)

PUBLIC RELATIONS I (PREL103)

- Historical perspectives
- The Public Relations profession
- Elementary Public Relations research
- The basic Public Relations programme
- Tools and techniques of Public Relations
- Practical work/assignments/case studies

COMMUNICATION SCIENCE I (CSCI104)

- Introduction to the nature of communication theory
- Intrapersonal communication
- Interpersonal communication
- Public communication
- Small group communication
- Mass communication
- Practical applications]

MEDIA STUDIES I (MSTUI02)

- Ethical considerations
- Gathering the news
- Newspapers
- Magazines
- Feature writing
- Radio
- Television
- New Media Technology
- News release writing
- Media Strategy

INTRODUCTION TO WORD PROCESSING (IWPR102)

- Hardware and Software
- Keyboarding skills
- M.S. word processing

ENGLISH (ENGL102)

- Language as a medium of communication
- Précis
- Report writing
- Style in feature writing
- Correspondence
- Analysis of articles
- Oral
- Language usage
- Objective/Subjective language
- Vocabulary
- Conference organisation
- Speech writing
- Advertising as a medium of communication
- Reviews
- Functional grammar

PUBLIC RELATIONS II (PREL202)

- PR Research and planning
- Budgeting
- PR in commerce and industry
- PR for non-profit and welfare organisations
- PR in the public sector
- International PR
- Social responsibility
- Students are encouraged to do their own research into organisations and to take part in promotional campaigns

COMMUNICATION SCIENCE II (CSCI204)

- Mass communication and theories
- Mass media (Theory and Practice)
- Persuasive communication
- Political communication
- Practical application

MEDIA STUDIES II (MSTU202)

- Editing and design
- Photography
- Advanced writing
- Desktop publishing
- Semiotics
- Censorship
- Ideology and the media

MARKETING AND ADVERTISING FOR PUBLIC RELATIONS (MKAP102)

- The marketing background
- The marketing mix
- Marketing research
- The marketing communication mix
- Introduction to strategic marketing, planning.

BUSINESS STUDIES: PUBLIC RELATIONS (BSPRI02)

- Basic economic concepts
- Forms of business ownership
- Financial accounting and reporting
- Business plan
- General management
- Risk management
- Marketing management
- Financing (long and short term)
- Human resources management

LAW FOR PUBLIC RELATIONS (LPRE102)

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

isiZULU (ISIZ 101)

- Theory of communication
- Correspondence
- Meeting procedure
- Language usage
- Speeches
- Conflict
- Language of persuasion

AFRIKAANS (AFKS101)

- Theory of communication
- Grammar
- Composition
- Practical application

COMMUNICATION SCIENCE III (CSCI303)

- Organisational communication
- Intercultural communication
- Development communication
- Public and Internal Communication
- Advanced Case Studies

PUBLIC RELATIONS III (PREL302)

- Public Relations management, techniques and strategies
- Corporate / Institutional, advocacy advertising
- Advanced communication with employees
- Public Relations in the mass communication media
- Advanced case studies/assignments

PUBLIC RELATIONS PRACTICE (PRPR301)

- Six months of WIL within the field of Public Relations
- Written assessments and practical's

SOCIAL PSYCHOLOGY (SPSC201)

- Introduction to Social Science
- Individual factors in social perception
- Social relations
- Social influence
- Group dynamics and leadership
- Social psychology in the workplace

INDUSTRIAL RELATIONS (INRL101)

- Introduction to Industrial Relations
- Parties to the labour relationship
- Labour relations and the organisation
- New Labour Relations Act (LRA)
- Recognition agreements and in-company procedures
- Conflict resolution
- Unfair dismissals

B. TECH: PUBLIC RELATIONS MANAGEMENT (BTPRMI)

PUBLIC RELATIONS IV Code: 051701806 (PREL401)

- Theoretical context of Public Relations
- International Public Relations
- Political and Governmental Public Relations
- Corporate Community Involvement
- Financial Public Relations

MEDIA STUDIES III Code: 051203003 (MSTU302)

- Mass Media Theories
- Media and Representation
- Media Ownership and Control
- Political Economy of the Media
- Advanced Desktop Publishing

COMMUNICATION SCIENCE IV Code: 051701906 (CSCI402)

- Theories in Development Communication
- Strategic Organisational Communication
- Strategic Communication Planning
- Corporate Reputation Management
- Conflict Resolution and Negotiation

MANAGEMENT PRINCIPLES AND PRACTICE Code: 040923306 (MPRC401)

- Evolution of management
- The practice of management
- Small business undertakings
- Planning
- Organising
- Leading
- Controlling
- The nature of managerial work

RESEARCH METHODOLOGY Code: 229900012 (RMPRI01)

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