



2018 HANDBOOK PUBLIC RELATIONS MANAGEMENT



HANDBOOK FOR 2018

FACULTY OF MANAGEMENT SCIENCES

**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:

Tel No:

Fax to e-mail No:

Location of Department:

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B Block, 4th floor, Room no. AB0409
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All Student registration queries to:

Faculty officer:

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Location of Faculty office:

R. Pankhurst

031-3735441

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Executive Dean:

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2. STAFFING

Name and Qualification

Head of Department (Acting) Ms. N. Ramlutchman, MA (UKZN), BA (Hons) (UKZN), BA (UND)

Senior Lecturer Dr. P Naidoo, DPhil (UniZul), MTech (DIT), BTech (ML Sultan Technikon)

Lecturers Dr. N Govindsamy, DPhil (UniZul), MA (UniZul), BA (Hons) (UniZul)

Ms. J Jeewa, MA (UKZN), BSocSci (Hons) (UKZN), BA (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
Diploma in Management Sciences (Public Relations and Communication Management)
Bachelor of Technology (Public Relations Management)
Master of Management Sciences (Public Relations)
PhD in Management Sciences (Public Relations)

The following programmes are being phased out and there will be no new first year intake from 2016

National Diploma in Public Relations Management

The B.Tech in Public Relations Management will be phasing out and the Advanced Diploma in Management Sciences is to be introduced in 2019. The Postgraduate Diploma in Management Sciences is to be introduced in 2020.

4. PROGRAMME INFORMATION AND RULES

The department offers the Diploma on a full time basis only. The B-Tech programme is offered 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 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 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.

4.1 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.

4.1.1 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**

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.

4.1.2 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 11 results may be offered a conditional place subject to them meeting the requirements in 4.1.1 above. Preference will be given to learners from designated groups.

4.1.3 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.

4.1.4 Changing from old programme to new programme

The ND 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 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.

4.1.5 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.

4.1.6 Work done during the year

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.

4.1.7. Student Conduct

See General Handbook Rules SR1 to SR12

4.1.8. 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.

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.

4.1.9 Programme Structure

Diploma in Management Sciences

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

Subjects	Assessment method	Semester	NQF level	Pre-Req	Major Subject
DUT Cornerstone 101	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	Fundamentals of Communication Science	Yes
Writing for Public Relations	C	2	6		Yes
Public Relations Contexts	C	2	6	Fundamentals of Public Relations	Yes
Society and the Media (GEM)	C	2	6		
Work Preparedness (Inst GEM)		1	6		
Marketing for Public Relations	C	1	6		
Corporate Communication	C	1	6	Public Relations Contexts	Yes
Stakeholder Management	C	1	6	Applied Public Relations and Communication Planning	Yes
Dynamics in the Workplace	C	2	6		Yes
Reflective Learning	C	2	6		Yes
Public Relations Practice	C	2	6		Yes
Communication Practice	C	2	6		Yes

C = Continuous Assessment

E = Final Examination

4.1.10. 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	Public Relations Contexts
Stakeholder Management	Applied Public Relations and Communication Planning

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

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

4.1.1.1. 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.

4.1.12 Subject Content / Syllabi

The syllabus for each subject indicated in the Diploma in Management Sciences (Public Relations and Communication Management) is published at the end of the handbook.

4.2 NATIONAL DIPLOMA: PUBLIC RELATIONS MANAGEMENT (NDPRM2)

This programme is being phased out and there will be no new first year intake from January 2016.

4.2.1 Registration

1. All courses offered are annual and registration takes place during January. See General Rules G3, G4, G5 and G6.

4.2.2 Exemptions

See General Rules G8.

4.2.3 Work done during the year

1. Year marks/course marks shall be determined in accordance with the requirements as indicated in the learner guides. For details of assessment refer to the learner guide pertaining to each subject. Failure to meet these requirements will disqualify a student from writing the final examination in the subject concerned.
2. Notwithstanding Rule G15 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 G16.
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 will be allocated.
5. Students must verify course marks before the final examinations are written. A 40% course mark/DP is needed to gain entry into the exam.

4.2.4 Student conduct

See General Handbook Rules SR1 to SR12

4.2.5 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.

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

4.2.6 Pass Requirements

See General Rule G14/G16/G17

4.2.7 Programme Structure

ND: Public Relations Management

Code	Subjects:	*C/O	Semester/ Year	Assessment Method	Pre- requisite	Co- requisite
PREL103	Public Relations I	C	Year	I three hour written exam; tests; written and practical assessments		
PREL202	Public Relations II	C	Year	I three hour written exam; tests; written and practical assessments	A pass in all major subjects at first year level	
PREL302	Public Relations III	C	Year	I three hour written exam and written and practical assessments	A pass in all second year major subjects	
PRPR301	Public Relations Practice	C	Year	I written assessment and practical assessments	A pass in all second year major subjects	
CSCI104	Communication Science I	C	Year	I three hour written exam; tests; written and practical assessments		
CSCI204	Communication Science II	C	Year	I three hour written exam; tests; written and practical assessments	A pass in all major subjects at first year level	
CSCI303	Communication Science III	C	Year	I three hour written exam and written and practical assessments	A pass in all second year major subjects	
MSTU102	Media Studies I	C	Year	I three hour written exam; tests; written and practical assessments		
MSTU202	Media Studies II	C	Year	I three hour written exam; tests; written and practical assessments	A pass in all major subjects at first year level	

SPSC201	Social Psychology	C	Year	1 three hour written exam; tests; written and practical assessments		
IVPR 102	Introduction to Word Processing	C	Year	Continuous assessments including practical work		
BSPR 102	Business Studies	C	Year	Tests, assignments and an exam		
ENGL 101	English	C	Year	Continuous assessment: tests; assignments and oral presentation		
MKAP102	Marketing and Advertising	C	Year	Tests, assignments, tutorials and an exam		
LPRE102	Law for Public Relations	C	Year	Tests, assignments and an exam		
INRL 101	Industrial Relations	C	Year	Tests, assignments and an exam		
ISIZ 101	isiZulu or	C	Year	Tests, assignments and an exam		
AFKS 101	Afrikaans	C	Year	Tests, assignments and an exam		

* C = Compulsory; O = Optional

4.2.8 Subject Content / Syllabi

The syllabus for each subject indicated in the National Diploma in Public Relations Management is published at the end of the handbook.

4.3 B. TECH: PUBLIC RELATIONS MANAGEMENT (BTPRMI)

Public Relations offers 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.

The B.Tech in Public Relations Management will be phasing out and the Advanced Diploma in Management Sciences is to be introduced in 2019. The Postgraduate Diploma in Management Sciences is to be introduced in 2020

4.3.1. 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.

4.3.2 Registration

All courses offered are annual and registration takes place during January. See General Rules G3, G4, G5 and G6.

4.3.3 Exemptions

See General Rules G8.

4.3.4 Work done during the year

1. Year marks/course marks shall be determined in accordance with the requirements as indicated in the learner guides. For details of assessment refer to the learner guide pertaining to each subject. Failure to meet these requirements will disqualify a student from writing the final examination in the subject concerned.
2. Notwithstanding Rule G15 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 G16.
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 will be allocated.
5. Students must verify course marks before the final examinations are written. A 40% course mark/DP is needed to gain entry into the exam.

4.3.5 Student Conduct

See General Handbook Rules SR1 to SR12

4.3.6 Pass Requirements

See General Rule G14/G16/G17

4.3.7 Programme Structure

Code	Subjects	*C/O	Semester/ Year	Assessment Method	Pre- requisite	Co- requisite
MSTU302	Media Studies III	C	Year	I three hour written exam and written and practical assessments		
PREL401	Public Relations IV	C	Year	I three hour written exam and written and practical assessments		
CSCI402	Communication Science IV	C	Year	I three hour written exam and written and practical assessments		
RMPRI01	Research Methodology	C	Year	Continuous assessment, written assessments		
MPRC 401	Management Practice	C	Year	I three hour written exam and written and practical assessments		

* C = Compulsory; O = Optional

4.3.8 Subject Content / Syllabi

The syllabus for each subject indicated in the Bachelor of Technology in Public Relations Management is published at the end of the handbook.

4.4 MASTERS IN MANAGEMENT SCIENCES: PUBLIC RELATIONS (NLRD ID: 96838)

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

4.4.1 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).

4.5 DOCTOR OF PHILOSOPHY IN MANAGEMENT SCIENCES: SPECIALISING IN PUBLIC RELATIONS

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 Department of Public Relations Management.

4.5.1 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 and Communication Management (MLS Campus, B Block, 4th Floor).

5. SYLLABI

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.
- 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 & 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

ND: PUBLIC RELATIONS MANAGEMENT (NDPRM2)

PUBLIC RELATIONS I (PREL I03)

- 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 (IWPRI02)

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

ENGLISH (ENGLI02)

- 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

SYLLABI

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.