

Public Relations

SAQA ID No:

63609

NQF Level:

5

Credits:

253

Qualification – Full time studies

Field: 03 - Business, Commerce and Management Studies

Who should enrol on this course?

We aim to develop Public Relations Officers that will have the relevant knowledge and skills to promote a positive image of a company and its products or services. Graduates will be able to serve organisations with competence, integrity and innovative ideas.

If you are interested in a career as a Public Relations Officer, you will receive a solid grounding in the academic theory underpinning the main concepts of the field of public relations. The main function of a Public Relations Officer is to promote a positive image of a company and its products or services. A public relations division should, therefore, be responsible for a company's communication strategy and aim to establish and foster an understanding between an organisation and its employees, as well as between an organisation and the public. As Public Relations Officer you will be responsible for assisting in the drafting of speeches, arranging interviews, overseeing company archives, responding to requests for information and handling special events, such as product launches and other corporate functions.

The curriculum covers the aspects that you need in order to acquire essential skills that will give you confidence to deal with everyday situations in real life, as well as with your studies. This qualification will also equip you with the necessary tools to communicate interpersonally across a wide spectrum. This course provides training for both first-time job seekers and for experienced employees who do not have a qualification, but who wish to advance in their careers. The curriculum includes more generalised modules, such as an introduction to business management and computer literacy, which are regarded as essential knowledge and skills to ensure that you will be able to function competently in the 21st century corporate environment.

What are the pre-requisites for the course?

In order for you to enrol on this course you should be in possession of:

- A National Senior Certificate or equivalent.
(‘Equivalent’ refers to foreign qualifications (these are qualifications that you obtained in a foreign country, and

which are evaluated by SAQA to be equivalent to the university entrance qualification of South Africa).

- A good command of English.

Duration of the course

The course is delivered in the following manner:

- You attend full-time classes at our campus in Port Elizabeth over a period of two years.
- Each year is divided into two semesters.
- You will have access to a computer lab for research purposes.

What does the course entail?

You will complete the following subjects in order to obtain this qualification:

Year 1	Year 2
Business English	Business Law
Business Management	Business Management
Communication	Consumer Behaviour
Computer Literacy	Entrepreneurship
Economics	Events Management
Entrepreneurship	Marketing Principles
Financial Management	Public Relations
Human Orientation	Design
Public Relations	
Sales & Marketing	

How is the programme assessed?

You will be required to undertake or complete the following:

Year 1: Semester 1 & 2 + Year 2: Semester 1 & 2

- Group projects and assignments.
- Tests, assignments and examinations.
- Class and Project presentations.
- Case-study based tests, assignments and examinations.
- Deadlines set for various assessment components.
- Tests, assignments and examinations.

Further studies

What is the articulation pathway for me once I have completed this short course? In other words, what is the possible next step when I have received this qualification?

Once you have obtained this qualification in Public Relations, you have the option of entering the world of work immediately, or of continuing with further study in the field of communications and public relations, or any other appropriate fields at NQF Level 6. You can obtain a degree at any other tertiary institution (university or private university in South Africa)

What are my next steps?

If you require more information before deciding if this is the course for you, or if you would like to find out what other options we have available, please contact our call centre on:

- Landline: 041 450 2550, or Mobile: 063 236 0351
- E-mail: educol@iafrica.com

If you have decided that this is the course for you, then please...

- Complete the application form.
- Pay the course fees in full or the deposit required.
- Submit all your supporting documentation to prove that you meet the entrance criteria for this course as set out in the pre-requisites above.
- Send all of the above documentation to:
 - » educol@iafrica.com

We look forward to welcoming you as a student at Ed-U City Campus.