

DURATION OF COURSE

The course consists of two years of full-time study at the NMMU followed by one year of experiential training in the Public Relations field, during which time the student completes the two major modules by correspondence.

The qualification includes:

- Practical assignments
- Experiential training
- Small and intimate lectures
- Friendly, knowledgeable and lively lecturers
- Annual Public Relations Student Conference

COURSE CONTENT

YEAR 1

- Communication Science I
- Public Relations I
- Media Studies I
- Business Studies: Public Relations
- Social Psychology
- Introduction to word-processing
- English: Public Relations A or Afrikaans or Xhosa :Public Relations

YEAR 2

- Communication Science II
- Public Relations II
- Media Studies III
 - Advanced Writing
 - Desktop Publishing
 - Photography
- Marketing and Advertising
- Law for Public Relations
- Industrial Relations
- English B or Afrikaans B or Xhosa B

YEAR 3

No student will be permitted to enrol for the major modules unless all first- and second-level modules have been passed.

All third year students are required to complete a period of experiential learning

under the supervision of a trained public relations practitioner for a minimum of eight months.

Students register for the following modules:

- Communication Science III
- Public Relations III
- Public Relations Practice III (experiential learning)

Although the department assists in the placement of students, the university is not legally responsible for the placing of students in suitable employment. Students are required to make their own timely arrangement for suitable co-operative placement for their third year.

EXPENSES

- Registration fee
- Accommodation
- Tuition fees
- Books
- Pocket money

CONTACT DETAILS

Visit our website: pr.nmmu.ac.za



Like us on Facebook:
www.facebook.com/nmmupublicrelations



Faculty of Arts

Creating tomorrow



Diploma in Public Relations Management

INTRODUCTION

“Public Relations is the management, through communication of perceptions and strategic relationships between an organisation and its internal and external stakeholders” (PRISA).

COURSE DESCRIPTION

The qualification is a career-focused programme, designed to equip graduates with the skills and theoretical knowledge required to function as competent public relations practitioners in private and public organisations.

WHAT DO PEOPLE IN THIS CAREER DO?

Career opportunities will depend upon the sector the practitioner chooses to work in, but the list below provides examples of some of the functions fulfilled by a Public Relations Practitioner:

- Media relations and placement
- Events management
- Corporate advertising
- Producing publications
- Obtaining sponsorships
- Social investment initiatives and community involvement
- Issues and crisis management
- Reputation management
- Government relations/ public affairs
- Internal and external communication
- Conducting research
- Networking
- Campaign planning

A graduate would be expected to function effectively as a public relations practitioner in the following sectors:

- Corporations/ Private sector
- Public Relations Consultancies/ Agencies
- Institutions of learning: Universities, Colleges, Schools etc.

- Non-Profit Organizations: Health and welfare field involved with rehabilitation, recreation, family service, labour unions, and professional associations
- Government: Including local, provincial and national i.e. Education, Financial, Agriculture, Labour etc.

JOB TITLES IN PUBLIC RELATIONS

- Public Relations Practitioner
- Media relations officer
- External /internal relations practitioner
- Corporate Social Responsibility Manager
- Publicist
- Development Director
- Community relations officer/Fundraising officer
- Marketing and communication officer
- Events manager
- Spokesperson
- Communication practitioner
- Investor relations manager
- Reputation manager

CHARACTERISTICS/ TRAITS REQUIRED TO WORK IN PUBLIC RELATIONS

- Professionalism
- Organisational and administrative skills
- Detail-orientated
- Creative thinker
- Communication proficiency (written and spoken)
- A love for writing, ability to create content/ tell a story
- Interest in new media/ social media
- The ability to adapt to new technology
- Good time and task management skills
- Resilience
- Ability to multi-task
- Ability to work under pressure and willingness to work long hours
- Integrity and ethics
- Reliability
- Team player
- Ability to work without supervision and take initiative
- Ability to form relationships and develop

- networking opportunities
- Assertiveness
- Self-confidence
- Punctuality
- Being informed about the latest developments in industry
- Comfortable with public speaking
- Persuasive ability
- Willingness to learn

ENTRANCE REQUIREMENTS

- Admission Points Score of 32.
- Minimum NSC requirements for diploma entry must be met, but a minimum NSC requirement for degree entry is strongly recommended.
- English, Afrikaans or isiXhosa (home language or first additional language) on at least level 4 (50-59%), which must include the language subjects to be taken in the diploma, and one of which must be English.
- NSC achievement rating of at least 2 (30-39%) for Mathematics or 3 (40-49%) for Mathematical Literacy.
- Applicants with an Admission Points Score between 22 and 31 may be referred to write the Access Assessment Battery before a decision is made on whether or not to admit the applicant to the course.

PROSPECTIVE STUDENTS CURRENTLY WORKING IN THE PUBLIC RELATIONS INDUSTRY

Applicants may be provisionally admitted on the basis of work experience, age and maturity. Admission is at the discretion of the Head of Department.