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| Programme code: D7EX2Q | SAQA ID: 84628 | HEQF level: 6 | Credits: 400 |

**Diploma: Public Relations & Communication Extended**

The purpose of this qualification is intended to develop in a student the competence to plan, apply and monitor public relations and communication activities in a variety of contexts.

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| **First Year** | **Second Year** | **Third Year** | **Fourth Year** | **Semester modules** |
| Fundamental Research Practice | Communication Management 1B  | Communication Management 2A&2B | Communication Management 3A&3B | 7 |
| Workplace Preparation | Public Relations IB  | Public Relations 2A&2B | Public Relations 3A&3B | 7 |
| Basic Business Calculations | Media 1A&1B | Media 2A&2B | Media 3A | 7 |
| Communication Management 1A | Professional Writing Skills 1A&1B |  |  | 3 |
| Public Relations IA |  |  |  | 1 |
| End-User Computing (Module A) | Professional Practice 1 | Professional Practice 2 | Professional Practice 3 | 7 |
| African Insights (online) |  |  |  |  |
| 9 semester modules | 8 semester modules | 8 semester modules | 7 semester modules | 32 |

Media 1A

**Content:**

 Introduction to media

 Basic media relations

 News values

 Stakeholders and changing societal trends

 The traditional and digital media landscape

**Purpose:**

To equip the student to critically analyse the use of traditional and digital media in public relations

Media 1B

**Content:**

 Writing and editing for traditional and digital media platforms;

 Design and lay-out for traditional digital media platforms

 Content management for traditional and digital media platforms

**Purpose:**

To equip students to write and produce media content for traditional and digital media platforms.

Media 2A

**Content:**

 Contemporary media theories

 Media relations

 Media design and production

**Purpose:**

 To equip the student to produce media and manage media relations

Media 2B

**Content**

 Comparison of different media platforms

 Media evaluation and research tools

 Development of a PR media plan

**Purpose:**

To equip the student with the media knowledge to select appropriate Marketing PR platforms

Media 3A

**Content:**

 Media regulations

 Media ethics

 Media governance

 Statutory governance

 Shifts in media ownership and control

 Disintermediation

**Purpose:**

To provide the student with an understanding of the regulatory context and its impact on media governance.

Professional Practice 1

**Content:**

 Understanding what is required for professional competence in the Public Relations role - Knowledge component, skills component & attitude component

 Public Relations roles

 Professional competence

 Professional credibility

**Purpose:**

To develop the student as a credible professional public relations practitioner

Professional Practice 2

**Content:**

 Communication in developing contexts

 Development of Public Relations skills through stakeholder engagement

 Stakeholder engagement activities

 Active citizenship

 Community projects

 Community research

 Project Management

**Purpose:**

To equip the student to engage in dialogue with stakeholder communities in the execution of Public Relations activities or programmes

Professional Practice 3

**Content:**

 Professional exposure in a work context

**Purpose:**

To equip the student to demonstrate professional competence in business contexts

Public Relations 1A

**Content:**

 Define key concepts in Public Relations

 History and development of Public Relations

 Current approaches to Public Relations

**Purpose:**

To introduce the student to the principles and practice of Public Relations

Public Relations 1B

**Content:**

 A systems approach to Public Relations practice

 Socio-cultural, political, economic, technological and global contexts of practice

**Purpose:**

 To provide the student with an understanding of the environmental contexts in which Public Relations is practiced

Public Relations 2A

**Content:**

 Public Relations research

 Translating research findings into Public Relations strategies

 Developing and executing a Public Relations strategy

 Monitoring and evaluating a Public Relations strategy

**Purpose:**

To equip the student to plan and execute a Public Relations strategy

Public Relations 2B

**Content:**

 Corporate Branding

 Public Opinion

 Issues Management

 Reputation Management

 Crisis Management

 Internal Branding

o Employee Branding

o Employment Branding

o Employee Engagement

**Purpose:**

To provide the student with an understanding of the process and importance of Corporate Branding

Public Relations 3A

**Content:**

 Stakeholder Engagement

 Reflective paradigm

 Stakeholder theory

 Corporate Social Responsiveness

 Sustainable Public Relations practice

 Public Relations in developing contexts

**Purpose:**

To provide the student with an understanding of what constitutes sustainable Public Relations in developing contexts

Public Relations 3B

**Content:**

 Global Public Relations Practices

 Professional practice in various global contexts

 Intercultural Communication theories

 Multi-national communication strategies

 Public Relations practice in an African context

**Purpose:**

To introduce the student to professional communication practice in global contexts

Communication Management 1A

**Content:**

 Nature of an organisation

 Organisational functions

 Organisation structures

 The nature of organisation –environment relationship

**Purpose:**

To introduce the student to the concept of what an organisation is, and how it functions.

Communication Management 1B

**Content:**

Levels of communication in organisations:

 Intra-personal communication

 Interpersonal communication

 Group Communication

 Intercultural communication

 Scope of organisational communication

**Purpose:**

To introduce the student to the levels and scope of communication processes in organisations

Communication Management 2A

**Content:**

 Functions of organisational communication

 Communication structures

 Communication flow

 Communication culture and climate

 Network organisations

**Purpose:**

To introduce the student to principles of communication management

Communication Management 2B

**Content:**

 Theories of organisational communication

 Implications for communication management

 Decision making

 Conflict Resolution

**Purpose:** To provide the student with an understanding of the implications of various

organisational communication approaches for managing communication

Communication Management 3A

**Content:**

 People management

 Leadership and communication

 Change management

**Purpose:**

To provide the student with an understanding of various leadership and communication styles for managing people and organisational change

Communication Management 3B

**Content:**

 Managing PR in different business contexts

 New professional contexts

 Agency management

 Understanding business processes

 PR Practitioner as entrepreneur

**Purpose:**

To develop student’s ability to manage Public Relations in various professional business contexts