

PROGRAMME TITLE	NQF	SAQA ID	CREDITS
DIPLOMA IN PUBLIC RELATIONS Specialising in Journalism	6	24407	360

DESCRIPTION

This programme has been structurally modified to ensure that learners are able to get a well-rounded knowledge to diverse fields such as photographic journalism, Internet journalism, broadcast journalism, news writing, sub-editing, and magazine and feature writing for learners who wish to pursue a career as a journalist, media specialist, broadcast journalist, or content creation. This qualification focuses on the learner becoming a fully fledged public relations practitioner all organisations need to increase and sustain their market share and the role of this person is to promote the organisation. The Qualification is regarding the achievement of 2-way communication between an organisation and the public. The sole purpose is to promote business products and only an effective public relations person can perform this service.

CAREER FIELDS

With this qualification, successful learners could pursue a career as a:

- Public Relations Practitioner
- Junior Public Relations Officer
- Journalist.
- Customer Engagement Officer.
- Copywriter.
- Digital Content Producer.

PROGRAMME OUTLINE**Year 1 Semester 1**

MODULE	CREDITS	NQF LEVEL
Public Relations 101	15	5
Communication Science 101	10	5
Media Studies 101	10	5
Journalism 101	10	5
End User Computer 101	5	5
Production 101	10	5

Year 1 Semester 2

MODULE	CREDITS	NQF LEVEL
Public Relations 102	12	5
Communication Science 102	12	5
Media Ethics 102	10	5
Journalism 102	10	5
End User Computer 102	12	5
Production 102	10	5

Year 2 Semester 1

MODULE	CREDITS	NQF LEVEL
Public Relations 201	10	6
Communication Science 201	10	6
Content Writing 101	10	6
Industrial Relations 101	10	6
Media Studies	10	6
Journalism 201	10	6



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Year 2 Semester 2

MODULE	CREDITS	NQF LEVEL
Public Relations 202	10	6
Media Studies 202	10	6
Content Writing 202	10	6
Media Ethics 202	10	6
Communication science 202	10	6
Industrial Relations 102	10	6
Journalism 202	10	6

Year 3 Semester 1

MODULE	CREDITS	NQF LEVEL
Public Relations 301	10	6
Communication science 301	10	6
Industrial Relations 201	10	6
Journalism 301	10	6
Work Integrated Learning 301	15	6

Year 3 Semester 2

MODULE	CREDITS	NQF LEVEL
Public Relations 302	10	6
Communication science 302	10	6
Journalism 302	10	6
Industrial Relations 202	10	6
Work Integrated Learning 302	15	6

TYPE OF PROGRAMME

The programme duration is 3 years on a full-time basis, or 4 years on a part-time basis. Tuition is face to face and is scheduled per campus. Programmes are offered during the week on a full-time and part-time basis. Part-time tuition is scheduled as per the stipulated planner.

ADMISSION REQUIREMENTS

- A Grade 12 Certificate with admission to diploma studies.
- An NQF level 4 qualification or equivalent
- Prior learning is taken into consideration on the merit of each learner and the unique circumstances of each learner.

LEARNER MATERIAL

Prescribed textbook lists will be provided by the academic department at your campus. Students will receive electronic versions of the study guides for this programme.

PRICING

Enquire at Berea College of Technology campus for a current programme pricelist.

ADDITIONAL COSTS

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Students must make provision for additional items such as textbooks, stationery, supplementary examinations, research costs and printing of study guides etc.

EXAMINATION AUTHORITY

All Examinations are set by Berea College of Technology.

CERTIFICATION

On successful completion of the programme, the student will receive a Berea College of Technology Diploma in Public Relations specialising in Journalism.

ARTICULATION

With this programme learners can further there be learning both horizontally and vertically. Learners can receive credits at our institution and move onto other programmes offered at our Institution or they may obtain credits from public institutions and progress vertically. The Professional training obtained from this programme allows our learner's entrance additional Qualifications the credits obtained can be used as evidence for RPL for other qualifications

FURTHER STUDIES

Please enquire at the nearest Berea College of Technology campus for the prospectus containing post-certificate studies. Admission to further your studies at a different institution remains the prerogative of each institution and its academic council.

DISCLAIMER

The information contained in this fact sheet is accurate at the time of printing. However, factors beyond Berea College of Technology control (such as environmental, regulatory or technical changes) may cause the contents of this fact sheet or of the programme to change. In the event of any such change, Berea College of Technology will formally notify current learners. All possible measures will be taken to minimise inconvenience to learners.

Name of Learner: I....., hereby acknowledge that I understand the information stated in this document and fully comprehend the specifics explained above pertaining to this qualification.

Signature of Learner:

Name of Legal Guardian:
(if applicable)

Signature:

Name of Sales Consultant:

Signature:

Name of Head of Department:

Signature:

Date:

* Please note the original signed copy should be kept on the learner record file.

