

PROGRAMME TITLE	NQF	SAQA ID	CREDITS
HIGHER CERTIFICATE IN PUBLIC RELATIONS	5	TBA	140

DESCRIPTION

The purpose of this qualification is to provide students the opportunity to acquire skills required to perform basic and elementary functions in the Public Relations field. Training for this programme is both theoretical and practical. It allows students to grasp fundamental knowledge in the workings of various software packages and the commercial environment and select Public Relations, Communication, and general IT software packages.

The skills, knowledge and understanding demonstrated within this qualification are essential for social and economic transformation and contribute to the upliftment and economic growth within the business sector. The students are trained to assist management with various communication and public relations related administrative duties. This qualification is the start of a career path in the Public Relations. The skills, value attributes, and knowledge reflected in this qualification are building blocks that will prepare students for progression along the learning ladder.

CAREER FIELDS

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

- Junior Public Relations representative
- Assistant Public relations officer
- Social media and Communication administrator
- Public Relations Assistant
- Marketing Communications Assistant

PROGRAMME OUTLINE

Module	Module Code	Credits	NQF LEVEL	Module	Module Code	Credits	NQF LEVEL
1st Year semester -1				1st Year semester -2			
Business Communication	BCOM11500	16	5	Writing for the Media	WMED12500	12	5
Business Management Fundamentals	BMANF11500	16	5	END USING COMPUTING	EUCOM11500	12	5
Media for Public Relations	MEPR12500	16	5	Public Relations Management	PRMAN12500	20	5
Fundamentals of Social Media and Communication	FSCOM12500	20	5	Event Management	EVMAN12500	16	5
				Public Relations Practice	PRPRC12500	12	5
TOTAL		68		TOTAL		72	

All modules are compulsory. **140 credits are required to obtain the qualification.**

TYPE OF PROGRAMME

The programme duration is 1 year on a full-time basis, or 2 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

The minimum entry requirement for the Higher Certificate in Public Relations is the following:

☐ National Senior Certificate, NQF Level 4 granting access to Higher Certificate studies.

Or

☐ Senior Certificate, NQF Level 4.

Or

☐ National Certificate Vocational, NQF Level 4 granting access to Higher Certificate studies.

Or

☐ Non-traditional applicants may gain admission via RPL for Alternative Access assessment

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 the Berea College of Technology campus for a current programme pricelist.



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ADDITIONAL COSTS

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 held and administered by Berea College of Technology.

CERTIFICATION

On successful completion of the programme the student will receive at a Graduation Ceremony a Berea College of Technology Higher Certificate in Public Relations Certificate.

ARTICULATION

The successful student would have obtained sufficient credit to further their studies at other institutions permitting them. Students can further their learning both horizontally, diagonally, and vertically.

Vertical articulation may be pursued at other public and private institutions, for example to the Diploma in Public Relations or the Diploma in Information Technology at BCT or the Diploma in Management Sciences (Public Relations specialization) at Durban University of Technology and post school or higher education institutions.

Horizontal articulation may be pursued at other public and private institutions, for example to the Higher Certificate in Computers and Administration or the proposed Higher Certificate in Social Media and Communication or Higher Certificate in Digital Marketing or other Higher certificates offered at BCT, or Higher Certificate in Public Relations and Communication or the Higher Certificate in Business Administration offered at Durban University of Technology or the Higher Certificate in New Media in Public Relations offered by IEP.

Diagonal articulation may be pursued at other public and private institutions, for example to the Bachelor of Arts in Communication offered at NWU or the Diploma in Management Sciences offered at Durban University of Technology or Diploma qualifications in related fields.

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.

