

HET 2019 FACT SHEET

FACULTY OF PUBLIC RELATIONS AND HOSPITALITY

DIPLOMA IN PUBLIC RELATIONS

FT OR PT

Programme Title	SAQA ID	NQF	Credits
Diploma in Public Relations	58378	Level 6	360

1. Type of Programme

- Full-time or Part-time
- Contact

2. Description

The purpose of the Diploma in Public Relations is to provide students with the knowledge and practical skills required to perform effectively in the corporate arena. This qualification was developed in partnership with industry to meet their needs and produce employable students with relevant skills in the field of Public Relations. The Diploma in Public Relations also aims at providing students with the ability to design and implement public relations campaigns, contribute to the management of organizations, conduct appropriate research, understand the role of public relations in contemporary society and appreciate the social, administrative, cultural and ethical implications of public relations activity.

3. Admission requirements

- A Grade 12 Certificate with admission to Diploma studies
- An achievement rating of 3 (40% - 49%) in 4 recognised 20 credit bearing subjects
- English at Grade 12/NQF level 4 or equivalent with a minimum achievement rating of 3 (40% - 49%)
- Age Exemption (23 years or older)
- Mature age applicants, 45 years and older without a school leaving qualification, may apply for conditional exemption
- Foreign Students whose first language is not English, may be required to provide proof of proficiency in English prior to admission to the programme

4. Duration

The programme duration is 3 years full-time and 5 years part-time and tuition is face to face. ICESA tuition is scheduled per campus. Programmes are offered during the week on a full-time or part-time basis. Part-time tuition is scheduled as per the stipulated planner.

5. Textbooks and Study Guides

All lists of prescribed textbooks will be provided by your nearest ICESA City Campus. Students will receive an electronic version of the academic guides (e-guides) for this programme. All textbooks and printed versions of the e-guides are excluded from the tuition fees.

6. Pricing

Enquire at your nearest ICESA CITY CAMPUS for a current programme price list.

7. Additional costs

Students must make provision for additional finance for items such as textbooks, stationery supplementary examination, and educational field trips where necessary and research costs.

8. Syllabus

* Indicates subjects that need to be completed in the sequence stipulated, i.e. it is a pre-requisite to first complete 1st Year, before registering for 2nd Year.

YEAR 1:

Subjects:	Credits
Business Communication 1*	30
Communication Law	10
Industrial Relations	10
Media Studies 1*	30
Public Relations 1*	30
End User Computing	10
Total Credits	120

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YEAR 2:

Subjects:	Credits
Business Communication 2*	30
Marketing	20
Media Studies 2*	30
Public Relations 2*	30
Social Psychology	10
Total Credits	120

YEAR 3:

Subjects:	Credits
Business Communication 3*	35
Economics	20
Public Relations 3*	35
Experiential Learning	30
Total Credits	120

9. Career fields

Students can be employed in the following career fields:

- PR Assistant
- PR Consultant
- Fashion PR Officer
- PR Practitioner
- Fundraiser
- Events Co-ordinator

10. Certification

On successful completion of the programme, you will receive an ICESA Diploma in Public Relations.

11. Further studies

Students may pursue further studies at an accredited institution of Higher Education. Admission to further your studies at a different institution remains the prerogative of each institution and its academic council.

SC Initial	Student Initial

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Disclaimer

The information contained in this fact sheet is accurate at the time of printing. However, factors beyond the control of ICESA (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, ICESA will notify current students. All possible measures will be taken to minimise inconvenience to students.

Student Acknowledgment

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 Student: _____

Name of Parent/Guardian: _____

Signature of Parent/Guardian: _____

Name of Sales Consultant: _____

Signature of Sales Consultant: _____

Date: _____

- Please note that the original signed copy must be kept on the student record file

SC Initial	Student Initial