



NC: PUBLIC RELATIONS

N4 -N6 (18 MONTHS)

COURSE DESCRIPTION

The programme progresses through three levels. Each N level takes place over one semester. After each semester, students are eligible for a National Certificate on that level. We recommend continuing through all three levels in order to qualify for the National Diploma. The National Diploma requires students to work for 18 months at a Public Relations Institution before they are entitled to receive a National Diploma.

FACULTY OF BUSINESS



1st Floor Kenilworth House 35 Mark Lane Durban Central



+27 031 301 1019



+27 783 962 026



info@mustgraduate.academy

NC: PUBLIC RELATIONS

N4 -N6 (18 MONTHS)

ARTICULATION OPTIONS

4:

N4

This qualification has been designed to allow entry into N5.

N5

This qualification has been designed to allow entry into N6.

N6

Higher certificate, Diploma or Bachelor's Degree.

The following criteria must be met in order to write the National DHET Examinations

* DP 40%

* Attendance Ratio 80%

ENTRY LEVEL REQUIREMENTS

1:

Learners who want to register for this qualification must have;

N4

- An appropriate National Senior Certificate or Grade 12
- NCV L4

N5

- A National Certificate: N4: Public Relations or an Equivalent Qualification

N6

- A National Certificate: N5: Public Relations or an Equivalent Qualification.

MODULES BY SEMESTER

2:

N4

- Office Practice
- Information Processing
- Communication
- Marketing Management

N5

- Office Practice
- Information Processing
- Communication
- Public Relations

N6

- Office Practice
- Information Processing
- Communication
- Public Relations

LEARNING OUTCOMES

3:

Recipients of this Qualification will be able to:

- **Communication:** A PRO often has to deal with clients, advertising companies, the press and the public. Maintaining the value of the brand among such people require excellent communication skills.
- **Office practice:** This subject will expose you to common and best practice in the office environment – everything you need to know to ensure that the offices run effectively and efficiently.
- **Public Relations:** Public relations centres on how the PRO manages information about the company and how it is perceived in the public eye. Understanding marketing, perceptions, and how to liaise with the wide variety of people that make up “the public” is essential to your success.

JOB OPPORTUNITIES

5:

Find Employment

- Public Relations Coordinator
- Public Relations Officer
- Events Coordinator

- PR Account Manager
- PR Account Supervisor
- Communications Assistant

- Media Coordinator
- Community Engagement Officer

LEARNING OUTCOMES

6:

Completion of National Certificates: Management Assistant N4, N5 and N6 as above plus 18 months of practical experience in a workplace shall result in the award of a National Diploma: Public Relations



FACULTY OF BUSINESS

