

## DIPLOMA IN MANAGEMENT SCIENCES : PUBLIC RELATIONS AND COMMUNICATION MANAGEMENT



FACULTY OF  
MANAGEMENT  
SCIENCES

DEPARTMENT OF  
**PUBLIC  
RELATIONS  
MANAGEMENT**

01 JAN - 31 DEC 2024

### Diploma in Management Sciences: Public Relations and Communication Management

**NQF Level: 6**

**SAQA ID: 94830**

**Qualification Code: DIMPRI (DBN)  
DIMPCI (PMB)**

**Location: ML Sultan Campus (Durban-B Block: 4th Floor)  
Riverside Campus (Pietermaritzburg)**

#### Description of the Programme

Public Relations is a strategic communication process used to help forge effective two-way communication between an organisation and its various publics. Communication and/or Public Relations Practitioners are responsible for planning and executing programmes to establish and maintain a favourable image for their employer among the public or groups with which it comes into contact. This communication may be face-to-face with individuals or through the mass media of radio, television, press and the Internet. Students are equipped with various skills such as writing, speaking, research and establishing relationships, all of which are important to any job so students graduate prepared with real-life work skills. Public Relations plays a crucial management role in various organisations for example: government, education, non- profit, politics, the arts, financial, mining, manufacturing, and hospitality.

#### Personal Qualities Required

The Public Relations/Communication Practitioner should have a broad general interest in the world around him/her, be able to remain calm under pressure and have strong communication skills. Honesty, integrity, dedication, passion, creativity, patience, intellectual curiosity, and discipline are some of the essential qualities for a successful career in the Public Relations/Communications field.

#### Duration of the Programme

The programme consists of a three years full-time study period inclusive of work-based learning in the public relations/communication or related field.

#### Career Opportunities

Public Relations Practitioner, Media Officer, Events Manager, Communication Officer, Promotions Officer, Strategist, Fund Raiser, Social Media Strategist, Digital Account Manager, Brand Manager, Copywriter, Corporate Communications.

#### Explanation of Points scale

SENIOR CERTIFICATE (SC)		
SYMBOL	HIGHER GRADE	STANDARD GRADE
A	8	6
B	7	5
C	6	4
D	5	3
E	4	2
F	3	1

NATIONAL SENIOR CERTIFICATE		
%	NSC LEVEL	POINTS
90-100	7	8
80-89%	7	7
70-79%	6	6
60-69%	5	5
50-59%	4	4
40-49%	3	3
30-39%	2	2
20-29%	1	1

## MINIMUM ADMISSION REQUIREMENTS

### GENERAL ADMISSION REQUIREMENTS

A person will only be considered for registration for an instructional programme approved by the Institution's Senate if the person complies with:

- The minimum admission requirements stated in DUT general handbook (refer to DUT website for general handbook).
- Institutional faculty, departmental and/or instructional programme specific rules; and

### MINIMUM ADMISSION REQUIREMENTS IN TERMS OF THE HIGHER EDUCATION QUALIFICATIONS SUB-FRAMEWORK (HEQSF)

#### G7 rule: For Diploma:

"a National Senior Certificate (NSC) as certified by the Council for General and Further Education and Training (Umalusi), with a minimum of achievement rating of 3 for English and a minimum achievement rating of 3 in four recognised NSC 20-credit subjects."

#### Entry Requirements (Diploma in Management Sciences: Public Relations and Communication Management)

NATIONAL SENIOR CERTIFICATE (NSC) (01 January 2009)		SENIOR CERTIFICATE (SC) (PRE 2009)			NATIONAL CERTIFICATE (VOCATIONAL) (NCV)	
NSC Diploma Entry. A minimum of 25 points excluding Life Orientation will be considered.		A Senior Certificate or equivalent qualification. Applicant with 20 or more points will be considered			(NCV) (Level 4)	
Compulsory Subjects	NSC Rating Code	Compulsory Subjects	HG	SG	Compulsory Subjects	Mark
English (home) <b>OR</b>	3	English (home)	E	C	English (home) <b>OR</b>	60%
English (1st additional)	4	English (1st additional )	D	B	English (1st additional)	70%
Mathematics <b>OR</b>	3	Mathematics	E	C	Mathematics <b>OR</b>	60%
Mathematics Literacy	4				Mathematics Literacy	70%
And two 20 credit subjects (not more than 1 language)	3	And two subject	E	C	And two 20 credit subjects	60%
In addition: <b>ONE</b> recognized NSC 20 credit subjects as per G7 rule stated above	3					

#### Selection criteria for this programme

Applicants must meet the minimum requirements mentioned above. NSC, SC and NCV applications received via the Central Applications Office (CAO) will be scored and ranked from highest to lowest points. Based on these rankings, those learners with the highest points will be offered a firm place; the learners who have applied with their grade 12 June/Trial results may be offered a conditional place subject to them meeting the requirements mentioned above. Preference will be given to learners from designated groups.

**Please Note: This programme will only consider applicants who ranked this programme as choice 1, 2 or 3.**

**NB:** If the number of applications exceeds the number of places available, the department reserves the right to apply a ranking system to select students.

**OR**

### Admission Requirement Based Upon Work Experience, Age and Maturity

#### For admission to entry level DIPLOMA and certificate studies:

A person may, subject to such requirements as the Senate may determine, be admitted to the Institution even if such a person is not in a possession of a National Senior Certificate, Senior Certificate or an equivalent certificate, provided that:

- The person shall have reached the age of 23 in the first year of registration and shall have at least:
  - three years' appropriate work experience; and/or
  - capacity for the proposed instructional programme, which shall be assessed at the discretion of the respective Head of Department by a Senate approved admission assessment comprising of a DUT Standardised Assessment Test for Access and Placement (SATAP), Academic Literacies (AL) & English for Academic Purposes (EAP) and/or an appropriate subject or programme specific written assessment designed and marked by the relevant Department; and
- The relevant Faculty Board shall be satisfied that the person's standard of communication skills, ability to study successfully and/or work experience are such that the person, in the opinion of the relevant Faculty Board, should be able to complete the proposed instructional programme successfully. If required, the communication skills and study skills should be tested; and
- The person's application for admission in terms of work experience, age and maturity is approved prior to registration.
 

**Applicants intending to gain admission through work experience, age and maturity must submit their applications at least four months before commencement of the academic year inclusive of the date of scheduling writing a requisite eligibility assessment.**

### Tuition Fees

To assist you with your planning, the 2023 fees have been indicated.

**Please Note:** DUT cannot be held liable for the fees in this brochure, as the 2024 fees are not yet final.

First Year Curriculum				
Name of Module	Module Code	HEQSF Level	SAQA Credits	2023 Fees
<b>Semester One</b>				
Cornerstone	CSTN101	5	12	R3 580.00
Environmental Sustainability	EVST101	5	8	R2 230.00
Quantitative Approaches to Management	QNTA101	5	8	R2 230.00
Introduction to Business Law	IBLA101	5	16	R4 460.00
Introduction to Business	INBU101	5	16	R4 460.00
<b>Total</b>				<b>R16 960.00</b>
<b>Semester Two</b>				
Time & Stress Management	TMST101	5	8	R2 230.00
Law for Life	LWLF101	5	8	R2 230.00
Business Communication & Info. Literacy	BCIF101	5	16	R5 260.00
Financial Literacy	FNLT101	5	12	R3 320.00
Academic Literacy & Practice	ALTW101	5	16	R4 460.00
<b>Total</b>				<b>R17 500.00</b>
<b>Total Credits for Semester 1 &amp; 2</b>			<b>120</b>	
Second Year Curriculum				
<b>Semester Three</b>				
Fundamentals of Public Relations	FPRL201	6	16	R4 460.00
Fundamentals of Communication Science	FNCS201	6	16	R4 460.00
Public Relations & Media	PRLM201	5	16	R4 460.00
Introduction to Technology	ITLG101	6	12	R3 320.00
<b>Total</b>				<b>R16 700.00</b>
<b>Semester Four</b>				
Applied PR and Comm. Planning	APCP201	6	16	R4 460.00
Writing for Public Relations	WPRL201	6	16	R4 460.00
Public Relations Contexts	PCTX201	6	16	R4 460.00
Society and the Media	SOCM201	6	12	R3 270.00
<b>Total</b>				<b>R16 650.00</b>
<b>Total Credits for Semester 3 &amp; 4</b>			<b>120</b>	
Third Year Curriculum				
<b>Semester Five</b>				
Marketing for Public Relations	MRKP201	6	16	R4 460.00
Corporate Communication	COCM301	6	16	R4 460.00
Stakeholder Management	SKMN301	6	16	R4 460.00
Work Preparedness	WRKP101	6	8	R2 240.00
<b>Total</b>				<b>R15 620.00</b>
<b>Semester Six</b>				
Dynamics in the Workplace	DYNW201	6	16	R4 460.00
Reflective Learning	RFLN201	6	16	R4 460.00
Public Relations Practice	PUBP301	6	16	R4 460.00
Communication Practice	CMNP301	6	16	R4 460.00
<b>Total</b>				<b>R17 840.00</b>
<b>Total Credits for Semester 5 &amp; 6</b>			<b>120</b>	

## Application

Applicants who wish to enrol for the programme/s must apply through the CAO system by no later than 30 September of the previous year.

## Application Forms

Contact the Central Applications Office (CAO)

### Address letters to:

Central Applications Office  
Private Bag X06  
Dalbridge  
4014  
Tel: (031) 2684444  
Fax: (031) 268 4422

**OR**

Apply online: <http://www.cao.ac.za>

**CAO Codes: DBN: Diploma:**

**DU-D-MP3**

**PMB: Diploma: DU-P-MP3**

**Closing Date for Applications:** 30 September 2023

### **For Further Information**

Contact the Department of Public Relations Management  
Durban University of Technology  
ML Sultan Campus, B Block 4th Floor  
P O Box 1334  
DURBAN,  
4000  
Tel: (031) 373 5277

### **OR**

Contact the Department of Applied Management  
Midlands Centre,  
Pietermaritzburg Campus  
P O Box 101112  
SCOTTSVILLE  
Tel: (033) 845 8851

### **Financial Aid**

For Financial Aid application for a DUT programme please apply online to [www.nsfas.org.za](http://www.nsfas.org.za) or call the NSFAS call centre on 0860 067 327.

**Please note** that completing a form does not guarantee Financial Aid. For further assistance, please consult the Department of Financial Aid and Scholarships on (031) 373 2931/2557/2054.

***This leaflet is for information purposes only and is not binding on the Durban University of Technology.***