

NATIONAL N DIPLOMA: NQF LEVEL 6 SAQA ID 90674 (360 CREDITS)

PUBLIC RELATIONS (INCLUDES N4 - N6 CERTIFICATES)



This qualification is designed for students wanting to pursue a career in Public Relations. This course will equip you with the necessary skills to promote or manage an organisation's public image and relationship with its staff, customers and investors. Liaising with the media, planning and organising events, writing and editing press releases and producing in-house journals and staff magazines are all activities that you should be interested in. You must also like working with people and have good organisational skills.

It is aimed primarily at giving the learner technical, theoretical knowledge, practical knowledge and workplace knowledge and skills required in their chosen occupational/vocational area.

The design of the full qualification is such that if taken sequentially with related N part courses i.e. N4+N5+N6, it enables learners to progressively obtain the National N Diploma once the required practical work component of 18 months is completed.

NB: All examinations are written at the HC Varsity Blouberg Campus in Cape Town.

CAREER OPPORTUNITIES

- Public Relations
- Promotions
- Media Liaison
- Marketing or Event Management

ENTRANCE REQUIREMENTS

- A Senior Certificate
- An appropriate National Certificate: N3
- National Senior Certificate; or an equivalent qualification
- Access to a computer

RECOGNITION OF PRIOR LEARNING

Not applicable

COURSE DURATION

Based on contact hours as determined by the accreditation body and based on HC Varsity course progression structure and schedule.

- Full Time - approximately 18 months
- Part Time - approximately 3 years
- Distance Learning - approximately 3 years

COURSE CONTENT

Public Relations N4 Certificate: (SAQA ID 66879)

- Office Practice N4
- Information Processing N4
- Communication N4
- Entrepreneurship and Business Management N4

Public Relations N5 Certificate: (SAQA ID 66958)

- Information Processing N5
- Office Practice N5
- Public Relations N5
- Communication N5

Public Relations N6 Certificate: (SAQA ID 67003)

- Public Relations N6
- Information Processing N6
- Marketing Management N4
- Office Practice N6

ASSESSMENTS

Students are to submit assessments as per HC Varsity's academic plan. These assessment will constitute a semester mark. A 40% semester mark must be obtained to gain access to the external examinations.

These external examinations are set by the Department of Higher Education and Training (DHET) and are written during June and November of each year. The pass mark is 40% per subject.

- **NB:** Students must attend 80% of their classes in order to qualify to write the examinations
- **NB:** All examinations for Full Time, Part Time and Distance Learning Students are written at the HC Varsity Blouberg Campus in Cape Town

CERTIFICATION

Upon successful completion of all Formative and Summative Assessments and the verification process of the Department of Higher Education and Training (DHET), you will be awarded the National Certificate: Public Relations at each level (N4, N5, N6).

Once you have completed 18 months of practical experience, you will then be awarded the National N Diploma NQF Level 6 (SAQA ID 90674) issued by the Department of Higher Education and Training (DHET).

In order to qualify for a National N Diploma in Public Relations, a candidate must pass Information Processing N4 - N6 as follows:

- Information Processing N4 consists of two components, namely Typing Technique (without speed or, 35 w.p.m., or 40 w.p.m.) and Word Processing. The highest speed attained (if any) will be indicated on the certificate. The two components do not have to be passed separately
- Information Processing N5 consists of two components, namely Typing Technique (without speed, or 45 w.p.m., or 50 w.p.m.) and Word Audio Transcription. The highest speed attained (if any) will be indicated on the certificate. The two components do not have to be passed separately
- Information Processing N6 consists of two components, namely Typing Technique (without speed, or 50 w.p.m, or 55 w.p.m) and Word Processing. The highest speed attained (if any) will be indicated on the certificate. The two components do not have to be passed separately

FURTHER STUDIES

After successful completion of this course, there are several career paths that you may specialise in. Please contact HC Varsity for more information.