



NATIONAL N CERTIFICATE

PUBLIC RELATIONS N4

INTRODUCTION

Public Relation is a strategic communication process that builds mutually beneficial relationships between organizations and their publics. Public relations can also be defined as the practice of managing communication between an organization and its publics.

This Diploma in Public Relations provides a concise yet comprehensive introduction to the subject of contemporary PR, introducing a wide variety of core concepts and essential theoretical teachings. This qualification will give you the skills required to work in the areas of public relations, communication management and corporate communication. As you work your way through the program, you will learn how to develop and implement communication programs, manage an organization's reputation, carry out public relations campaigns and manage internal communication.

ENTRY REQUIREMENT

1. National Senior Certificate with a pass in English
2. A senior certificate or its equivalency

DURATION

6 Months.

EXAMINATION / ASSESSMENTS

The learner is externally assessed by Department of Higher Education and Training at the end of each semester in the modules that the learner registered in that particular semester. To qualify for this assessment, the learner has to obtain 40% in the Internal Continuous Assessments (Tests and assignments) conducted internally during the course of the semester.

CERTIFICATION

A National Certificate in Public Relations N4 will be issued on successful passing of all required N4 modules. This certificate is issued by the Department of Higher Education and Training (DHET) as the assessment body in coordination with the Quality Council for Trades and Occupations (QCTO) as the quality assurance body

COURSE OUTLINE / N4 MODULES

Subject Code	Subject Name	Credits	Field
<i>Compulsory Modules</i>			
1. 04021214	Office Practice N4	0.125	3
2. 06020254	Information Processing N4	0.125	10
3. 05140344	Communications N4	0.125	4
<i>Choose one from the following</i>			
4. 06030204	Computer Practice N4	0.125	10
5. 04030054	Marketing Management N4	0.125	3
6. 21010024	Public Administration N4	0.125	3
7. 04090304	Entrepreneurship & Business Management N4	0.125	3

CAREER OPTIONS

1. Public Relation Officers
2. Marketing and Promotion Managers
3. Public Affairs Consultant

REGISTRATION REQUIREMENTS

1. Applicant Certified ID / Passport copies
2. Parent / guardian / next of keen ID copies
3. 2 ID sized passport photographs
4. Proof of address
5. Certified metric or high school certificates

THE QUALIFICATION FEES STRUCTURE

Registration fee is R1000.00 and Nonrefundable.

SUBJECTS	4 SUBJECTS	3 SUBJECTS	2 SUBJECTS	1 SUBJECT
ADMISSION	R 1200.00	R 900.00	R 600.00	R 300.00
MONTHLY INSTALLMENT	R 1000 * 5 = R 5000	R 800 * 5 = R 4000	R 600 * 5 = R 3000	R 400 * 5 = R 2000
TOTAL FEES	R 7200.00	R 5900.00	R 4600.00	R 3300.00

College banking details

Bank Name: Standard Bank SA

Account holder: Fredstone City College Pty Ltd

Account Number: 10117596939

Branch code: 018105

Ref: Learner / Applicant full names