

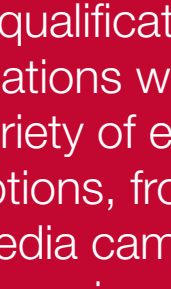
Start your future career in Public Relations

Diploma in Public Relations & Communication



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Cape Peninsula University of Technology
 creating futures

Are you well-organised and self-motivated?

A qualification in public relations will offer you a wide variety of exciting career options, from organising media campaigns to managing stakeholder relationships with organisations and their target markets.

As a public relations manager you must be a strategic self-starter who is organised and well-articulated.

YOU WILL LIKE THIS IF You enjoy working with people, and you are a whizz at multi-tasking and organising. You also have to be confident and creative with plenty of enthusiasm.

YOU WILL STUDY AT Roeland Street campus: 80 Roeland Street, Cape Town

YOU WILL STUDY FOR Three years, full-time
 Four years, part-time

YOUR SUBJECTS

FIRST YEAR

- Public Relations 1
- Communication Science 1
- Media Studies 1
- Literacy Studies 1
- Business & Management Studies 1
- Social Studies 1
- Public Relations Practice 1

SECOND YEAR

- Public Relations 2
- Communication Science 2
- Media Studies 2
- Literacy Studies 2
- Business & Management Studies 2
- Social Studies 2
- Public Relations Practice 2

THIRD YEAR

- Public Relations 3
- Communication Science 3
- Media Studies 3
- Public Relations Practice 3

Your on-the-job training

During your third year you are required to do in-service training at a CPUT-accredited employer for a period of 8 to 12 months.



YOUR FUTURE SELF

Future studies

Advanced Diploma: Public Relations & Communication
 Post-Graduate Diploma: Public Relations and Communication
 Masters Degree: Public Relations and Communication

Future industries

- Entertainment agencies
- Media
- Digital media
- Social marketing
- Advertising agencies
- Private companies
- Government departments
- Special events companies
- Corporate Social Investment (CSI)
- Consultancies
- Self employment

Future career

- Public Relations Manager
- Corporate Communications Manager
- Internal Communications Manager
- Media Relations Manager
- Digital and Social Media Coordinator
- New Media Coordinator
- Relationship Manager
- Public Affairs Coordinator
- PUBLICIST

creating futures in communication

WHAT YOU NEED

Minimum Admission Requirements

National Senior Certificate (Grade 12) with:

- English Home Language or First Additional Language (5)
- Home Language or First Additional Language (excluding English) (4)
- Mathematics (2) or Mathematical Literacy (4)

An achievement rating of at least (4) or more in four NSC 20-credit subjects from the designated subject list.

The department utilises an Admission Point Score (APS) as selection criteria once your minimum admission requirements are satisfied. You also have to score a minimum of **33** with Mathematics or **31** with Mathematical Literacy on the APS.

Additional Admission Requirements

You are also required to submit a portfolio of written work.

DISCLAIMER

Meeting the minimum requirements does not guarantee admission. This information is subject to change based on approval and accreditation of HEQSF aligned qualifications during 2018/ 2019. Admission requirements may therefore differ between the existing qualification and the HEQSF aligned qualification. Please consult the CPUT website or faculty for updated information. Every effort has been made to ensure the accuracy of the information in this pamphlet; however the University reserves the right at any time, if circumstances require to make changes to any of the published details.

HOW TO APPLY



MANUAL APPLICATIONS

Do you qualify to apply manually?

Please note: a non-refundable application fee will be applicable. Manual applications are only available to the following persons:

- Applicants applying for RPL (Recognition of Prior Learning)
- Non-South African citizens
- South-African citizens with international qualifications
- Applicants with permanent residence in South Africa
- Refugee asylum seeker temporary permit/ formal recognition of refugee status in the RSA

- 1 Choose a qualification
- 2 Complete an application form
- 3 Gather your documents (i.e. certified copies less than three months old)
- 4 Fill in the application form
- 5 Pay the application fee
- 6 Hand deliver or post your form and certified copies of documents to our District Six, Bellville, Mowbray, or Wellington Campuses (Admin buildings)
- 7 Follow-up and get your admission status via the online application tracking system by visiting www.cput.ac.za/study/track

ONLINE APPLICATIONS

Do you qualify to apply online?

The following persons may only apply online, i.e. no manual applications will be allowed:

- South African citizens with South African qualifications
- Returning students with a break in studies (more than 1-year break)

- 1 Choose your qualification by consulting this brochure or the website
- 2 Gather your documents (i.e. certified copies less than three months old)
- 3 Download the online application guide available on our website for information on how to apply online
- 4 Complete your application online by visiting www.cput.ac.za/study/apply
- 5 Follow-up and get your admission status via the online application tracking system by visiting www.cput.ac.za/study/track

CLOSING DATES

31 JULY
 International applicants

31 JULY
 South African citizens