Start your future career in Public Relations
Diploma in Public Relations & Communication

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.

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.

YOUR SUBJECTS

FIRST YEAR
• Public Relations 1
• Communication Science 1
• Media Studies 1
• Business Management 1
• Social Studies 1
• Public Relations Practice 1

SECOND YEAR
• Public Relations 2
• Communication Science 2
• Media Studies 2
• Business Management 2
• Social Studies 2
• Public Relations Practice 2

THIRD YEAR
• Public Relations 3
• Communication Science 3
• Media Studies 3
• Public Relations Practice 3

YOU WILL
LIKE THIS IF
You enjoy working with people, and you are a whiz 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

COMPLETING TWO YEARS
AND PROCEED TO THE THIRD YEAR

CLOSING DATES
31 JULY South African citizens
31 JULY International applicants
31 JULY Post-Graduate Diploma

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.

DISCLAIMER
Meeting the minimum requirements does not guarantee admission. This information is subject to change based on approval and accreditation of HEDSF aligned qualifications during 2018/ 2019.

Admission requirements may therefore differ between the existing qualification and the HEDSF 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 to make changes to any of the published details.