CAPE PENINSULA UNIVERSITY OF TECHNOLOGY
FACULTY OF INFORMATICS AND DESIGN
MEDIA DEPARTMENT

PORTFOLIO REQUIREMENTS

Use ordinary *flat paper files* (no ring files, hard cover files or plastic sheet protectors).
The cover page of the file must clearly show the surname and name (-s) of the applicant.
The content of the portfolio (insert this into the flat file):

1. "This is me". In this section of the portfolio the applicant must introduce himself to us. The *maximum* length of this section of the portfolio should be three A4 pages. The applicant must use her/his imagination: visual material such as photographs might be included. But, most of all, it requires a narrative that includes all information *additional* to the information that the applicant has supplied in the application form. This can include special achievements, hobbies, extra curricular activities, leadership positions, involvement in school or community publications, community engagement, etc.
The objective is to get a basic insight into the applicant's *creativity* as well as her/his level of *interest* in the world around us.

2. An essay in the applicant's own hand writing (in English), *not exceeding two A 4 pages*, entitled: "Why I want to study public relations". The essay should demonstrate an understanding of the profession.
The objective is to gauge the applicant's written English language skills; as well as her/his understanding of a career in public relations.
Ownership. This portfolio becomes the property of the CPUT and will not be returned to the applicant. The Department of Public Relations Management will not use this portfolio for any reason other than to assist the department in evaluating an application.
The objective of requiring a portfolio is *only to assist* the department in the selection process in the sense that the portfolio should provide a basic insight into the suitability of the applicant *for this specific programme*. In other words: the portfolio could be used only *in support* of the application. The evaluator of the portfolio will have to tick either the "YES" box or the "NO" box following the question: "Does this portfolio support the application?'

NB: PLEASE SUBMIT THE PORTFOLIO TOGETHER WITH THE APPLICATION FORM

> **The minimum admission requirements applicable to the National Diploma in Public Relations Management are: An average NSC rating of 4 (50% - 59%); English rating 5 (60% – 69%); Mathematics Literacy rating 4 (50% – 59%) or Mathematics rating 2 (30% – 39%). If you are currently in Grade 12, please send us a certified copy of your Grade 11 final report as well as a recent Grade 12 report. You may also include your NBT (National Benchmarking Test) results as additional evidence of your suitability for the course**