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		Approved By: B van Rooyen	
		Department : Academics	
		Date Released	25 July 2014
		Revision	09

PROGRAMME TITLE	SAQA ID	NQF	CREDITS
<b>HIGHER CERTIFICATE IN PUBLIC RELATIONS MANAGEMENT</b>	<b>100813</b>	<b>LEVEL 5</b>	<b>120</b>

## DESCRIPTION

The Higher Certificate in Public Relations is an entry program in the higher education landscape for those who want a recognised and accredited qualification in the field of public relations.

Public relations is an extremely important part of the "life" of any organisation as the impact of social media can influence perceptions either positively or negatively.

This program has been structured in such a way that it gives public relations practitioners a start in an exciting and vibrant environment, full of challenges and huge potential to grow. It will capacitate learners to operate in small, medium and large organisations. It also provides a platform for growth and articulation into other educational.

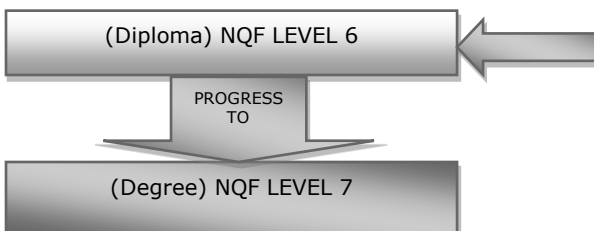
## CAREER FIELDS


Learners could pursue a career as a:

- *Public Relations Officer*
- *Media Consultant*
- *Journalist*
- *Brand Manager*
- *Administrators in a public relations environment*
- *Entrepreneurs*

1 <sup>st</sup> YEAR SUBJECTS	NQF LEVEL	CREDITS
Business Communication	5	20
Public Relations 1	5	20
Management and Principle Techniques	5	20
Business Ethnics	5	20
Media Relations	5	20
Electives (select one)		
Human Resources Management 1	5	20
Financial Accounting 1	5	20
Cost and Management Accounting	5	20
Quality Management	5	20
	<b>TOTAL CREDITS</b>	<b>120</b>

## PROGRESSION



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### TYPE OF PROGRAMME

- Part Time
- This is a higher education programme accredited by the Council on Higher Education (CHE) and registered with the Department of Higher Education and Training (DHET).
- It is also registered at SAQA

### DURATION

Minimum – 1 year of study (part-time)  
Maximum – 3 years of study (part-time)

### ADMISSION REQUIREMENTS

The minimum entry requirement is a National Senior Certificate OR equivalent.  
For full details on minimum requirements, contact the College.

### ARTICULATION

Recognition of Prior Learning (RPL) processes and Credit Accumulation and Transfer (CAT) are articulation mechanisms. The institution reserves the right to conduct a formal assessment for purposes of CAT. An evaluation will be conducted to recognise prior learning. This evaluation may or may not be based on a form of formal assessment and can include a portfolio of evidence submission. These mechanisms are in line with the HEQSF as envisaged in the NQF Act 67 of 2008 and the CHE "Policies on the Recognition of Prior Learning, Credit Accumulation and Transfer, and Assessment in Higher Education" published by the CHE in August 2016.

The final approval for applications in respects of CAT and RPL, is subject to academic vetting in terms of applicable legislation and institutional policies.

Enquire at your nearest Lyceum Branch Office for more information regarding the awarding of subject credits (Credit Accumulation and Transfer - CAT) towards Lyceum Qualifications.

### LEARNER MATERIAL

Study material are largely supplied in digital format only. Printed copies can be ordered at the prescribed tariffs. Prescribed textbooks are excluded and must be procured by the student. (Terms and Conditions apply)

The College has a small number of prescribed textbooks. Should you experience undue problems to acquire your textbooks, you may enquire at the College.

### PRICING

Enquire at your nearest Lyceum Branch Office or at the Main Campus for a current programme pricelist.

### ADDITIONAL COSTS (Examinations)

- You have two **examination opportunities** within your contract period.
- **No examination fees** are applicable for the **first time** you write any subject within your contract period.
- Examination fees are payable if you write any subject **for the second time**, i.e. if you have failed your first attempt within the contract period.
- Students who enrol for any study year have two examination opportunities. Students can select to write any number of subjects during the first or second examination opportunity. **If you elect to write the exam**

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during the first opportunity and fail, you may re-write (as a supplementary) at the second opportunity upon payment of the prescribed supplementary examination fee. **If you elect to write the examination at the second opportunity** but fail, you may write the examination during the first chance of the next cycle ONLY, upon payment of the supplementary examination fee. If you again fail, having exhausted the above opportunities, you MUST re-register for the subject before a further examination may be attempted.

### ASSESSMENT

Assessments consist of **one assignment (formative assessment)** and **a final examination (summative assessment) for each subject**. If you fail to submit the compulsory assignment in time you can request permission to submit a penalty assignment at a penalty fee. If you did not submit an assignment you cannot register for examinations. Make sure you submit the compulsory assignment within the prescribed time because it does not cost you anything.

Your final mark for each subject will be calculated as follows:-

- Assignment contributes 20% towards the final mark
- Examination contributes 80% towards the final mark

A student who submitted an assignment for a specific subject, and fails that subject, does not have to re-submit a further assignment prior to writing the "supplementary" examination. The assignment mark is automatically carried over. However, if the assignment mark is low, and the student wishes to re-do the assignment, he/ she may apply to the examinations section for a copy of the new assignment (at the prescribed fee) and may then re-submit the assignment on or before the new due date.

### CERTIFICATION

Upon successful completion of your programme, you will receive a certificate depicting: - Higher Certificate in Public Relations Management and an academic transcript. These documents will be issued at the annual graduation ceremony, couriered to the nearest branch or posted to you, provided that your account is in order.

It is the learner's responsibility to ensure they meet all the programme requirements before a qualification can be issued.

### FURTHER STUDIES

Please enquire at Lyceum or visit our webpage for more information. You may also elect to discuss this issue with the Lyceum Academic Team or your Student Advisor.

### IMPORTANT INFORMATION

After enrolment you will receive a **Student Support Manual** with important information e.g. cut-off dates, examination registration etc. You may request a copy hereof in writing before enrolment.

You will also have free access to the College's Student Portal(s). A range of important information is posted on the portal and you are advised to frequent the portal periodically to view any updates, general and important information.

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**DISCLAIMER**

*The information contained in this fact sheet is accurate at the time of printing. However, factors beyond Lyceum’s control (such as environmental, regulatory or technical changes) may cause the contents of this fact sheet or of the programme to change. In the event of any such change, Lyceum will formally notify current learners. All possible measures will be taken to minimise inconvenience to learners*

Name of learner: I....., hereby acknowledge that I understand the information stated in this document and fully comprehend the specifics explained above pertaining to this qualification.

Signature of learner:.....

Name of legal guardian:..... Signature:.....

*(if applicable)*

Name of Student Advisor :..... Signature:.....

Date: .....

NB: The learner must initial each page and sign the last page. The original signed copy should be kept on the learner record file.