

**SOUTH AFRICAN QUALIFICATIONS AUTHORITY (SAQA)**

In accordance with Regulation 24(c) of the National Standards Bodies Regulations of 28 March 1998, the Task Team for

Public Relations

registered by Organising Field 03 – Business, Commerce and Management Studies, publishes the following Qualification and Unit Standards for public comment.

This notice contains the titles, fields, sub-fields, NQF levels, credits, and purpose of the Qualification and Unit Standards. The full Qualification and Unit Standards can be accessed via the SAQA web-site at www.saqa.org.za. Copies may also be obtained from the Directorate of Standards Setting and Development at the SAQA offices, SAQA House, 1067 Arcadia Street, Hatfield, Pretoria.

Comment on the Qualification and Unit Standards should reach SAQA at the address below and **no later than 31 August 2009**. All correspondence should be marked **Standards Setting – Task Team for Public Relations** and addressed to

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ACTING DIRECTOR: STANDARDS SETTING AND DEVELOPMENT



SOUTH AFRICAN QUALIFICATIONS AUTHORITY

QUALIFICATION:
National Diploma: Public Relations Practice

SAQA QUAL ID		QUALIFICATION TITLE	
73129		National Diploma: Public Relations Practice	
ORIGINATOR		PROVIDER	
Task Team - Public Relations			
QUALIFICATION TYPE	FIELD	SUBFIELD	
National Diploma	3 - Business, Commerce and Management Studies	Public Relations	
ABET BAND	MINIMUM CREDITS	NQF LEVEL	QUAL CLASS
Undefined	245	Level 5	Regular-Unit Stds Based

This qualification does not replace any other qualification and is not replaced by another qualification.

PURPOSE AND RATIONALE OF THE QUALIFICATION

Purpose:

Public Relations provides a service for the organisation by helping to give the public and the media a better and complete understanding of the company. The main goal of a Public Relations department is to enhance the reputation of the organisation both internally and externally. Public Relations gives an organisation or individual exposure to their audiences.

This Qualification is intended to develop the skills and knowledge required by a person who wishes to pursue a career as a manager, assistant manager or private consultant in a Public Relations department and practice as a Public Relations Officer. The function of such a person is to manage those tasks and activities that would lead to effective service delivery in a Public Relations office, section or department.

Learners achieving this Qualification will be able to conduct Public Relations related tasks such as:

- Media relations.
- Corporate journalism.
- Designing, writing and editing communication material.
- Corporate identity and image management.
- Corporate advertising.
- Promotional activities including events.
- Communication research.
- Issue management.
- Marketing communication.
- Community relations and corporate social investment/responsibility.
- Public sector communication.

Learners credited with this qualification will be able to:

- Communicate within the Public Relations environment.
- Manage individual and organisational activities.

- Manage Public Relations tasks and projects.
- Apply integrated communication.

Rationale:

This Qualification will meet the needs of the Public Relations sector by providing training standards against which Public Relations Officers can be trained. This Qualification meets the needs of society by providing learners who are competent in the tasks required of them as managers, assistant managers or private consultants of a Public Relations department or projects thus contributing to the overall improvement of the public perception of the organisation both internally and externally.

This Qualification is the second of a series of Qualifications in Public Relations Practice. This Qualification and further work-place based experience will provide the learner possible access to further learning opportunities in Public Relations at NQF Level 6.

The typical learner might:

- Already be working in the Public Relations environment in a Public Relations department without having received any formal training.
- Likely to be a person who has been identified and selected from other organisational departments as having the potential to manage a Public Relations department.
- Possibly be wanting to go into or already be in private practice as a Public Relations consultant.
- A young adult school leaver interested in a career in Public Relations.

This Qualification will provide learning at a post school level and gives a solid grounding in both the knowledge and practical elements underpinning the main concepts in the field of Public Relations.

RECOGNIZE PREVIOUS LEARNING?

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LEARNING ASSUMED IN PLACE

It is assumed that the learner has the following knowledge and skills:

- Communication at NQF Level 4.
- Mathematical Literacy at NQF Level 4.
- Computer Literacy at NQF Level 3.

Recognition of Prior Learning:

This Qualification makes the Recognition of Prior Learning possible, if the learner is able to demonstrate competence in the knowledge, skills, values and attitudes implicit in this Marketing Qualification. Recognition of Prior Learning will be done by means of an Integrated Assessment as mentioned in the previous paragraph.

This Recognition of Prior Learning may allow:

- For accelerated access to further learning.
- Gaining of credits towards a Unit Standard.
- For full or partial recognition of the Qualification.

All recognition of Prior Learning is subject to quality assurance by the relevant accredited Education, Training, Quality, and Assurance Body and is conducted by a registered workplace

assessor. Because the standards are only core and fundamental, these standards may have been acquired in a range of economic sectors and these will be recognized as appropriate.

Access to the Qualification:

There is an open access to this qualification for learners who have successfully completed:

- The National Senior Certificate.
- The National Certificate: Vocational, NQF Level 4.
- The Further Education and Training Certificate: Public Relations Practice.

QUALIFICATION RULES

The Qualification consists of a Fundamental, a Core and an Elective Component.

To be awarded the Qualification learners are required to obtain a minimum of 245 credits as detailed below.

Fundamental Component:

The Fundamental Component consists of Unit Standards to the value of 24 credits all of which are compulsory.

Core Component:

The Core Component consists of Unit Standards to the value of 204 credits all of which are compulsory.

Elective Component:

The Elective Component consists of a number of specialisations each with its own set of Unit Standards. Learners are to choose a specialisation area and then complete Unit Standards totalling a minimum of 17 credits from the Unit Standards listed under that specialisation. The specialisation areas are:

Consulting (60 Credits):

- "Analyse and make decisions for the development and selection of a specific consulting model" at NQF Level 5, 8 Credits.
- "Develop a consulting service ethic" at NQF Level 5, 5 Credits.
- "Develop and maintain effective working relationship with clients" at NQF Level 5, 8 Credits.
- "Know the client within a consulting contract" at NQF Level 5, 6 Credits.
- "Participate in the clarification of issues in a specific consulting engagement" at NQF Level 5, 5 Credits.
- "Provide administrative support to team within consulting context" at NQF Level 5, 5 Credits.
- "Tender for projects" at NQF Level 5, 7 Credits.
- "Research and provide after sales service of the consulting engagement" at NQF Level 5, 8 Credits.
- "Understand the business of consulting" at NQF Level 5, 8 Credits.

Media Co-ordination (19 Credits):

- "Manage media relations" at NQF Level 5, 8 Credits.
- "Demonstrate an understanding of the application of mass communication" at NQF Level 5, 5 Credits.
- "Plan and organise a media conference" at NQF Level 5, 6 Credits.

Generalist (34 Credits):

- "Apply financial practices and ratio analysis" at NQF Level 5, 8 Credits.
- "Develop plans to manage sponsorship for a recreation programme" at NQF Level 4, 4 Credits.
- "Demonstrate an understanding of public affairs" at NQF Level 5, 7 Credits.
- "Demonstrate an understanding of financial/investor relations" at NQF Level 5, 5 Credits.
- "Prepare employee communication materials" at NQF Level 5, 5 Credits.
- "Research the viability of new venture ideas/opportunities" at NQF Level 4, 5 Credits.

Additional specialisations for other sectors in which Public Relations are applicable and may be added to this Qualification once they are finalised.

EXIT LEVEL OUTCOMES

1. Communicate within the public relations environment.
2. Manage individual and organisational activities.
3. Manage public relations tasks and projects.
4. Apply integrated communication.

Critical Cross-Field Outcomes:

This Qualification promotes, in particular, the following Critical Cross-Field Outcomes:

Identifying and solving problems in which responses display that responsible decisions using critical and creative thinking have been made when:

- Communicating within the public relations environment.
- Managing individual and organisational activities.
- Managing public relations tasks and projects.
- Applying integrated communication.

Working effectively with others as a member of a team, group, organisation, and community during:

- Communication within the public relations environment.
- The management of individual and organisational activities.
- The management of public relations tasks and projects.
- The application of integrated communication.

Organising and managing oneself and one's activities responsibly and effectively when:

- Communicating within the public relations environment.
- Managing individual and organisational activities.
- Managing public relations tasks and projects.
- Applying integrated communication.

Communicate effectively using visual, mathematical and/or language in the modes of oral and/or written persuasion when:

- Communicating within the public relations environment.
- Managing individual and organisational activities.