



# Government Gazette

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## GOVERNMENT NOTICES

## SOUTH AFRICAN QUALIFICATIONS AUTHORITY

No. 673

4 June 2004

Established in terms of Act 58 of 1995

## SOUTH AFRICAN QUALIFICATIONS AUTHORITY (SAQA)

In accordance with regulation 24(c) of the National Standards Bodies Regulations of 28 March 1998, the Standards Generating Body (SGB) for

**Public Relations Management and Practices**

Registered by NSB 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 qualification and unit standards can be accessed via the SAQA web-site at [www.saqqa.org.za](http://www.saqqa.org.za). Copies may also be obtained from the Directorate of Standards Setting and Development at the SAQA offices, Hatfield Forum West, 1067 Arcadia Street, Hatfield, Pretoria.

Comment on the unit standards should reach SAQA at the address *below and no later than 5 July 2004*. All correspondence should be marked **Standards Setting – SGB for Public Relations Management and Practices** and addressed to

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## SOUTH AFRICAN QUALIFICATIONS AUTHORITY

### QUALIFICATION:

#### *Further Education and Training Certificate: Public Relations Practice*

SAQA QUAL ID	QUALIFICATION TITLE	
48875	Further Education and Training Certificate: Public Relations Practice	
SGB NAME	SGB Public Relations Management and Practices	
ABET BAND	PROVIDER NAME	
Undefined		
QUALIFICATION CODE	QUAL TYPE	SUBFIELD
BUS-4-National Certificate	National Certificate	Public Relations
MINIMUM CREDITS	NQF LEVEL	QUALIFICATION CLASS
141	Level 4	Regular-Unit Stds Based
SAQA DECISION NUMBER	REGISTRATION START DATE	REGISTRATION END DATE

#### **PURPOSE OF THE QUALIFICATION**

The FETC in Public Relations Practice: Level 4 will benefit persons who perform some aspects of the core Public Relations practices at a basic level, by providing learners with insights, knowledge and skills that will enable them to achieve levels of proficiency to effectively integrate those practices into business or organisational practice.

The Certificate will enable persons, who are already fulfilling some support role in PR or communications practice, but without formal qualification, to obtain recognition for their skills, competence and experience.

The Certificate is the first Qualification for people who wish to pursue a career in the Public Relations or related fields and who wish to progress along a learning pathway in the field, which ends with a Qualification at NQF Level 7. It will provide opportunities for them to demonstrate their ability to participate in areas of PR, which require basic application of technical skills and will give them a fundamental understanding of key terms, rules, concepts and principles related to this field.

The qualifying learner will:

- > Be able to use writing skills to produce professional business communiqués in print and electronic form
- > Understand the functions of the media and their requirements and use the media to gain publicity for their organisation
- > Perform administrative and support duties related to various types of PR events and activities
- > Handle consumer queries and complaints and edit, code and capture data.
- > Perform administrative and support duties related to marketing, market research and promotions.
- > Understand a selected business environment and the nature of marketing
- > Explain communication theory and practice
- > Work along with others as a project team member
- > Measure and improve single factor productivity at a workstation

In achieving the above, all learners would acquire a range of fundamental, core and elective competencies in the areas of Public Relations, Communications Management Practice, Human Resources, Communication, Consulting and Business Practice and Ethics.

Rationale for the qualification

Public Relations is a function performed, either on a full-time basis through appointed Public Relations

Practitioners or on a part-time basis by other employees or members together with their other duties, in every organisation either commercial or non-commercial. Public Relations is also a function performed informally to a lesser or greater degree by every employee of an organisation and member of a non-commercial organisation such as a club, non-profit-making organisation, NGO, etc. Many Public Relations practitioners are not formally trained for the job, nor did they apply to be appointed as Public Relations practitioners but happen to have assumed responsibility for Public Relations more by accident than by design. They perform these Public Relations duties without the necessary background knowledge or development of the relevant skills.

The FETC in Public Relations Practice: Level 4 is designed to meet the needs of all employees who perform Public Relations functions either on a full-time or part-time basis, as it will improve their ability to perform these functions and give them a wider, over-all perspective of the sector. It is particularly applicable to those employees who have become Public Relations practitioners through changed job descriptions and roles.

This Qualification is also for learners performing an informal Public Relations function as it would serve to give them a better idea of the important role they play in advancing the image of their organisation as well as improving their ability to perform Public Relations functions. It is a generic Qualification suited to Public Relations practitioners in any business or commercial sector as well as in the non-commercial sector.

The FETC in Public Relations Practice: Level 4 is the first step for learners who:

- > Wish to begin on a course of life-long learning in Public Relations.
- > Were previously disadvantaged or who were unable to complete their schooling and were therefore denied access to Further Education and Training.
- > Have worked as Public Relations practitioners either on a full-time or part-time basis but have no formal Qualifications in their area of specialisation.
- > Are contracted in a learnership agreement in Public Relations.
- > Have recently been appointed to perform Public Relations functions either on a full-time or part-time basis.
- > Have not yet acquired the skills and competencies required for learning in Public Relations at NQF level 5.

This Qualification has been developed by relevant stakeholders to provide the Public Relations professions sector and, indeed, all sectors with proficient and qualified entry level Public Relations Practitioners.

The FETC in Public Relations Practice: Level 4 will also:

- > Set minimum, national standards of practice in Public Relations
- > Build individual capacity in this specialised profession
- > Address Public Relations Industry specific employment requirements
- > Enhance professional competence on a national level.

The FETC in Public Relations Practice: Level 4 should produce knowledgeable, multi-skilled Public Relations employees who are able to contribute to an improved image for their organisation. It should provide the means for current workers to receive recognition of prior learning, to upgrade their skills and achieve a nationally recognised Qualification.

This Qualification would be particularly useful to learners in the following job roles:

- > Information Officer
- > Client Liaison Officer
- > Communication Assistant
- > Office Administrator
- > PR Assistant.

This Certificate will provide the youth and the unemployed with workplace learning opportunities and give them valuable knowledge and skills which will make them more employable and also enable them to work on their own in the Public Relations field, thereby helping to alleviate the unemployment situation in the country.

**RECOGNIZE PREVIOUS LEARNING?**

Y

**LEARNING ASSUMED TO BE IN PLACE**

Learners accessing this qualification are assumed to be competent in:

- > Communication at NQF Level 3 in two South African languages
- > Mathematical Literacy at NQF Level 3
- > Computer Literacy at NQF Level 3

Recognition of prior learning (RPL)

This qualification can be achieved wholly or in part through the Recognition of Prior Learning.

RPL is particularly relevant for the recognition of knowledge and skills acquired over many years in the workplace for those already employed but who have no formal qualification. RPL will allow those persons to accumulate credits against Unit Standards in this Qualification for what they already know and can do.

The way in which prior learning will be assessed and/or determined will be agreed to jointly by the assessor and the learner in question. Use could be made of on-the-job tasks, the submission of a portfolio of evidence and summative assessment tools such as a written test. The techniques and tools that would be used for assessment of learners who have accessed the Qualification would be applicable to those wishing to undergo an RPL exercise.

The emphasis in RPL must be to give the learner every opportunity to demonstrate competence in the Specific Outcomes of the Unit Standards and the Exit Level Outcomes of the Qualification.

**QUALIFICATION RULES**

Level, credits and learning components assigned to the qualification

The FETC in Public Relations Practice is at NQF level 4 as the complexity of learning, as embodied by the Specific Outcomes of the related Unit Standards, conforms to the appropriate level descriptor. The Qualification has also been matched to the responsibility level of practitioners at whom it is aimed. The credits for the Qualification are grouped into Fundamental, Core and Elective Components as follows:

Component	Level 3	Level 4	Total
Fundamental	0	56	56
Core	3	66	69
Elective (min16)	0	45	45
Total (min 141)	3	167	170

Motivation for number of credits assigned to Fundamental, Core and Elective Components

Fundamental Component

Unit Standards to the value of 20 credits at NQF level 4 have been allocated to Communication in a First Language. The same unit standards to the value of 20 credits must also be done in a second South African language. The First and Second Language Unit Standards are on the same level, viz level 4, because Public Relations by its very nature involves Communication particularly in the oral, aural and written modes. Public Relations Practitioners need to be able to communicate proficiently with customers in at least two South African Languages. This Communication ability needs to be at NQF level 4, or above.

Unit Standard to the value of 16 credits have been allocated to Mathematical Literacy at NQF level 4.

The Fundamental Component complies with the requirements for a Further Education and Training Certificate.

All Unit Standards are compulsory.

Core Component

Unit Standards totalling 69 credits have been allocated to the Core Component for the purpose of the Qualification. This is to ensure that the Qualification has a definite Public Relations and Communication focus.

The Unit Standards classified as Core represent the most critical competencies required to ensure occupational proficiency. There are also Unit Standards to do with Office Administration as Public Relations Practitioners are often called upon to provide administrative assistance to the organisation and to perform their own clerical functions.

All Unit Standards are compulsory.

#### Elective Component

The listed Elective Unit Standards relate to financial management, project management, marketing and productivity, as the Public Relations Practitioner and/or assistant would find all these competencies useful in the execution of his/her duties. Learners may select Unit Standards from the list of Electives supplied that reflect a personal career development interest, or they may select any other Unit Standard at NQF level 4 or above, in which they are interested.

#### **EXIT LEVEL OUTCOMES**

1. Use written and oral communication skills to liaise with the internal and external publics of the organisation.
2. Perform administrative duties for organisational programmes and campaigns designed to gain publicity for the organisation.
3. Handle client queries and complaints.
4. Demonstrate an understanding of the nature and role of Public Relations.
5. Demonstrate an understanding of a selected business environment.
6. Plan a Public Relations event.
7. Use Mathematical Literacy effectively.
8. Perform basic account handling functions.
9. Explain the nature of marketing.
10. Measure the efficiency with which resources are deployed by measuring and improving productivity at a workstation.
11. Understand the nature of ethics, how it relates to the workplace and the need for ethical behaviour particularly by Public Relations Practitioners.

#### **ASSOCIATED ASSESSMENT CRITERIA**

1.
  - > The appropriate register, language and tone are used with due regard for the client, the organisation and prevailing protocol
  - > Invitations to functions and meetings, letters, reports, a variety of public relations publications, menus and function task lists that suit the occasion and the organisation are drawn up according to prevailing protocol, client needs and organisational practice.
  - > Professional editing symbols are used to ensure professional and accurate communiqués when editing and/or proof reading internal documents
  - > The functions of the media are explained indicating how these can be utilised to gain publicity for the organisation
  - > An effective telephone manner is utilised that will create a favourable image of the organisation and promote good relations with clients
2.
  - > Administrative duties, related to media liaison, publicity campaigns, corporate identity programmes and CSI programmes, are performed within specified timeframes and to specified quality levels
  - > Administrative duties related to marketing, market research and promotions are performed within specified timeframes and to specified quality levels
  - > Administrative duties related to exhibitions, open-days, conferences, seminars and special functions are performed within specified timeframes and to specified quality levels

3.
  - > The information to be obtained from the client is listed according to organisational policy and procedure
  - > Clients are handled in a manner which improves or upholds the image of the organisation and which makes the client feel important to the organisation
  - > The correct steps to follow when the learner cannot supply the necessary information are known and followed correctly.
4.
  - > The purpose of public relations for an organisation will be understood so that its potential use can be identified on an on-going basis to improve/maintain the image and reputation of an organisation
  - > Public relations actions are recommended, planned and implemented that suit the objectives of the organisation.
5.
  - > The functioning of a business organisation is explained in writing
  - > General business objectives related to the organisation can be described in a brief, written summary
6.
  - > The necessary information is gathered to ensure the event meets the needs and expectations of the client
  - > Task lists, menus, invitations, etc are compiled that meet client and organisational requirements
  - > The services of suppliers and assistant staff to be on duty at the function are procured according to organisational policy and procedures
  - > Guests are invited, met and accommodated in terms of the correct protocol
  - > Necessary logistical arrangements are made according to organisational procedures
  - > Reports on progress are made to the client at agreed times
  - > The event is evaluated on completion to ensure that future events are equally or more effective in meeting the client's purpose.
7.
  - > Problems relating to public relations are solved using mathematical concepts and calculations
  - > Elementary calculations related to the Public Relations function are performed correctly.
8.
  - > Invoices and receipts are filled out correctly
  - > Money receipted is handled correctly according to organisational policy and procedures
  - > Any query related to an account is handled promptly or forwarded to an appropriate individual within the organisation
9.
  - > The components of the marketing environment and the nature of, and approaches to, market segmentation in the organisation are clarified in writing
  - > The target market of the organisation is identified and the ways in which the marketing communication process can be used to reach them are identified within a marketing campaign
10.
  - > Productivity targets are established and reviewed in conjunction with senior management
  - > Factors hindering high levels of productivity are identified so as to enable corrective measures to be taken
  - > Measures to improve productivity are identified and implemented timeously and in accordance with organisational procedures.
11.
  - > The way in which a code of conduct for the organisation in general and for the Public Relations Practitioner is derived from ethical considerations is understood and an explanation given orally
  - > The behaviour of the learner is professional and in accordance with the code of conduct applicable to him/her.
  - > The consequences for an organisation of unethical behaviour by its staff is understood and explained in writing

#### Integrated Assessment

The qualification and its associated assessment criteria have been designed so that assessment is fully

integrated into the body of the learning. The learner must, in an authentic setting:

- > Demonstrate competence by means of the practical application of the embedded knowledge in a manner that meets the required performance standards,
- > Illustrate a clear understanding of the concepts, theory and principles that underpin the practical action taken by means of explanation or examination.

The emphasis throughout the qualification is a continuous formative mode of assessment. Much of this is achieved in "sites of application" and involves a range of assessment tools, which will include a degree of self and peer assessment. The nature of the required learning programmes will make a single summative assessment virtually impossible (as this would be impractical were it to attempt to cover all elective options). It does not discount, however, a number of appropriate assessments being planned at specific times, by assessor and learner jointly, throughout the learning process.

As a result of a range of ongoing assessment approaches in terms of testing and evaluating the fundamental, practical and reflexive competence of the learner, a skills matrix should be produced. This will clearly indicate not only the knowledge gaps and skills deficits of the individual, but also highlight the learner's strengths and weaknesses related to the other elements of applied competence, namely:

- > Information processing and the power of analysis
- > Problem solving and a decision making capacity
- > Communication skills

Appropriate training interventions will therefore become apparent.

The assessment process is capable of being applied to RPL, subject to the rules and criteria of the relevant ETQA.

#### **INTERNATIONAL COMPARABILITY**

The information sourced for this benchmarking exercise, was drawn from the internet.

In order to evaluate the standard of the Qualification, it was compared with Qualifications and training offered by major role players in training and education of Public Relations and Communications Practitioners globally. The comparative study done revealed that Public Relations in other countries is linked to the Business Marketing learning field whereas in South Africa it is usually linked with Communication studies. In some cases, in South Africa, it is regarded as an independent field of study in its own right.

This Qualification compares favourably with the following international Qualifications:

- > The National Certificate in Business Marketing: Level 4 (New Zealand)
- > The Certificate in Public Relations: Level 4 (Australia)
- > The Undergraduate Degree in Public Relations (USA) - accredited by the Accrediting Council on Education in Journalism and Mass Communications.

#### **ARTICULATION OPTIONS**

The Qualification will be able to provide access to any qualification that involves Public Relations and Communication. The Fundamental Component should provide the learner with access to any Qualification at NQF Level 5, subject to the admission requirements of the provider.

This Qualification articulates horizontally with the following qualifications:

- > National Certificate in Business Administration: Level 4
- > National Certificate in Public Administration: Level 4
- > National Certificate in Public Relations: Secretarial: Level 4
- > National Certificate: Executive Secretary: Public Relations: Level 4
- > National Certificate in Customer Management: Level 4
- > National Certificate in Marketing Communications: Level 4



- > National Certificate in Marketing Management: Level 4
- > National Certificate in Marketing Research: Level 4

It articulates vertically with the following Qualifications:

- > National Diploma: Tourism Public Relations: Level 5.
- > National Certificate Public Relations Management: Level 5.
- > National Diploma in Marketing Communications: Level 5.
- > National Diploma in Customer Management: Level 5.
- > National Diploma in Marketing Communications: Level 5.
- > National Diploma in Marketing Management: Level 5.
- > National Diploma in Marketing Research: Level 5.
- > Bachelor of Marketing Communications: Level 6.

### **MODERATION OPTIONS**

The following apply:

- > Anyone assessing a learner, or moderating the assessment of a learner, against this qualification must be registered as an assessor with the relevant ETQA, or with an ETQA that has a Memorandum of Understanding with the relevant ETQA.
- > Any institution offering learning that will enable the achievement of this qualification must be accredited as a provider with the relevant ETQA.
- > Assessment and moderation of assessment will be overseen by the relevant ETQA according to the policies and guidelines for assessment and moderation of that ETQA, in terms of agreements reached around assessment and moderation between various ETQAs (including professional bodies), and in terms of the moderation guideline detailed immediately below.
- > Moderation must include both internal and external moderation of assessments at all exit points of the qualification, unless ETQA policies specify otherwise. Moderation should also encompass achievement of the competence described both in individual Unit Standards as well as the integrated competence described in the qualification.

Anyone wishing to be assessed against this qualification may apply to be assessed by any assessment agency, assessor or provider institution that is accredited by the relevant ETQA.

The options as listed above provide the opportunity to ensure that assessment and moderation can be transparent and affordable. Iteration of the process, and continued review and maintenance of this qualification will ensure development of the NQF and this framework in particular.

### **CRITERIA FOR THE REGISTRATION OF ASSESSORS**

Assessors should:

- > Be in possession of a public relations, communication or marketing qualification at NQF Level 5 or higher
- > Be registered as an assessor with the relevant ETQA.

### **NOTES**

N/A

### **UNIT STANDARDS**

*(Note: A blank space after this line means that the qualification is not based on Unit Standards.)*

	<b>UNIT STANDARD ID AND TITLE</b>	<b>LEVEL</b>	<b>CREDITS</b>	<b>STATUS</b>
Core	7790 Process incoming and outgoing telephone calls	Level 3	3	Reregistered
Core	10018 Deal with brand, product and service promotions	Level 4	4	Registered
Core	10024 Liaise with a range of customers of a business	Level 4	4	Registered
Core	10031 Edit, Code and Capture data	Level 4	5	Registered
Core	14357 Demonstrate an understanding of a selected business environment	Level 4	10	Registered

Core	110295 Arrange a Public Relations / Communication event	Level 4	5	Draft - Prep for P Comment
Core	110296 Adhere to professional conduct and business ethics in a Public Relations and Communication environment	Level 4	4	Recommended
Core	115409 Assist with tasks related to marketing, market research and promotions	Level 4	7	Draft - Prep for P Comment
Core	115410 Perform support duties related to various types of PR events	Level 4	8	Draft - Prep for P Comment
Core	115413 Apply communication theory and practice	Level 4	5	Draft - Prep for P Comment
Core	115414 Perform support functions for media liaison, publicity campaigns and corporate social investment programmes	Level 4	9	Draft - Prep for P Comment
Core	115415 Assist with the implementation of corporate identity and corporate image programmes	Level 4	5	Draft - Prep for P Comment
Elective	10016 Demonstrate an understanding of product positioning	Level 4	4	Registered
Elective	10039 Carry out marketing administration within agreed parameters	Level 4	10	Registered
Elective	10135 Work as a project team member	Level 4	8	Registered
Elective	114736 Record business financial transactions	Level 4	5	Recommended
Elective	114878 Identify and measure the factors that influence productivity	Level 4	10	Recommended
Elective	114880 Measure and improve single factor productivity at a work station	Level 4	8	Recommended
Fundamental	8974 Engage in sustained oral communication and evaluate spoken texts	Level 4	5	Registered
Fundamental	8975 Read analyse and respond to a variety of texts	Level 4	5	Registered
Fundamental	8976 Write for a wide range of contexts	Level 4	5	Registered
Fundamental	9014 Use mathematics to investigate and monitor the financial aspects of personal, business and national issues	Level 4	6	Registered
Fundamental	9015 Apply knowledge of statistics and probability to critically interrogate and effectively communicate findings on life related problems	Level 4	6	Registered
Fundamental	9016 Represent analyse and calculate shape and motion in 2-and 3-dimensional space in different contexts	Level 4	4	Registered
Fundamental	12154 Apply comprehension skills to engage oral texts in a business environment	Level 4	5	Registered



## SOUTH AFRICAN QUALIFICATIONS AUTHORITY

## UNIT STANDARD:

1

## Arrange a Public Relations / Communication event

SAQA US ID	UNIT STANDARD TITLE		
110295	Arrange a Public Relations / Communication event		
SGB NAME	ABET BAND	PROVIDER NAME	
SGB Public Relations Management and Practices	Undefined		
FIELD DESCRIPTION	SUBFIELD DESCRIPTION		
Business, Commerce and Management Studies	Public Relations		
UNIT STANDARD CODE	UNIT STANDARD TYPE	NQF LEVEL	CREDITS
BUS-PRS-0-SGB PRMP	Regular	Level 4	5

**Specific Outcomes:****SPECIFIC OUTCOME 1**

Gather and analyse information to assist event planning.

**SPECIFIC OUTCOME 2**

Plan an event.

**SPECIFIC OUTCOME 3**

Identify and procure supporting resources needed.

**SPECIFIC OUTCOME 4**

Arrange logistical elements of the event.

**SPECIFIC OUTCOME 5**

Evaluate the event against client requirements.



## SOUTH AFRICAN QUALIFICATIONS AUTHORITY

## UNIT STANDARD:

2

Assist with tasks related to marketing, market research and promotions

SAQA US ID	UNIT STANDARD TITLE		
115409	Assist with tasks related to marketing, market research and promotions		
SGB NAME	ABET BAND	PROVIDER NAME	
SGB Public Relations Management and Practices	Undefined		
FIELD DESCRIPTION	SUBFIELD DESCRIPTION		
Business, Commerce and Management Studies	Public Relations		
UNIT STANDARD CODE	UNIT STANDARD TYPE	NQF LEVEL	CREDITS
BUS-PRS-0-SGB PRMP	Regular	Level 4	7

**Specific Outcomes:****SPECIFIC OUTCOME 1**

Explain the relationship between public relations and marketing.

**SPECIFIC OUTCOME 2**

Assist in determining market attitude to a product and/or company.

**SPECIFIC OUTCOME 3**

Explain the objectives and elements of effective promotions.

**SPECIFIC OUTCOME 4**

Assist with administrative/support duties relating to promoting a product of the organisation.



## SOUTH AFRICAN QUALIFICATIONS AUTHORITY

## UNIT STANDARD:

3

## Perform support duties related to various types of PR events

SAQA US ID	UNIT STANDARD TITLE		
115410	Perform support duties related to various types of PR events		
SGB NAME	ABET BAND	PROVIDER NAME	
SGB Public Relations Management and Practices	Undefined		
FIELD DESCRIPTION		SUBFIELD DESCRIPTION	
Business, Commerce and Management Studies		Public Relations	
UNIT STANDARD CODE	UNIT STANDARD TYPE	NQF LEVEL	CREDITS
BUS-PRS-0-SGB PRMP	Regular	Level 4	8

**Specific Outcomes:****SPECIFIC OUTCOME 1**

Explain the nature and purpose of PR.

**SPECIFIC OUTCOME 2**

Explain the role of PR in the organisation.

**SPECIFIC OUTCOME 3**

Assist with PR operations related to open-days.

**SPECIFIC OUTCOME 4**

Assist with PR operations related to exhibitions.

**SPECIFIC OUTCOME 5**

Assist with PR operations related to conferences, seminars and special events.



## SOUTH AFRICAN QUALIFICATIONS AUTHORITY

## UNIT STANDARD:

4

## Apply communication theory and practice

SAQA US ID	UNIT STANDARD TITLE		
115413	Apply communication theory and practice		
SGB NAME	ABET BAND	PROVIDER NAME	
SGB Public Relations Management and Practices	Undefined		
FIELD DESCRIPTION	SUBFIELD DESCRIPTION		
Business, Commerce and Management Studies	Public Relations		
UNIT STANDARD CODE	UNIT STANDARD TYPE	NQF LEVEL	CREDITS
BUS-HRS-0-SGB HRMP	Regular	Level 4	5

**Specific Outcomes:****SPECIFIC OUTCOME 1**

Understand communication within a process model.

**SPECIFIC OUTCOME 2**

Explain the functions of the mass media.

**SPECIFIC OUTCOME 3**

Identify the advantages and disadvantages of the mass media.

**SPECIFIC OUTCOME 4**

Use the mass media in communication practice.



## SOUTH AFRICAN QUALIFICATIONS AUTHORITY

## UNIT STANDARD:

5

Perform support functions for media liaison, publicity campaigns and corporate social investment programmes

SAQA US ID	UNIT STANDARD TITLE		
115414	Perform support functions for media liaison, publicity campaigns and corporate social investment programmes		
SGB NAME		ABET BAND	PROVIDER NAME
SGB Public Relations Management and Practices		Undefined	
FIELD DESCRIPTION		SUBFIELD DESCRIPTION	
Business, Commerce and Management Studies		Public Relations	
UNIT STANDARD CODE	UNIT STANDARD TYPE	NQF LEVEL	CREDITS
BUS-PRS-0-SGB PRMP	Regular	Level 4	9

**Specific Outcomes:****SPECIFIC OUTCOME 1**

Compile and update a media contact list.

**SPECIFIC OUTCOME 2**

Assist with a synopsis of media coverage of an organisation and/or media initiative.

**SPECIFIC OUTCOME 3**

Assist with organising a media/publicity campaign.

**SPECIFIC OUTCOME 4**

Respond to media queries.

**SPECIFIC OUTCOME 5**

Assist with the corporate social investment programmes of a business.



## SOUTH AFRICAN QUALIFICATIONS AUTHORITY

## UNIT STANDARD:

6

Assist with the implementation of corporate identity and corporate image programmes

SAQA US ID	UNIT STANDARD TITLE		
115415	Assist with the implementation of corporate identity and corporate image programmes		
SGB NAME	ABET BAND	PROVIDER NAME	
SGB Public Relations Management and Practices	Undefined		
FIELD DESCRIPTION	SUBFIELD DESCRIPTION		
Business, Commerce and Management Studies	Public Relations		
UNIT STANDARD CODE	UNIT STANDARD TYPE	NQF LEVEL	CREDITS
BUS-PRS-0-SGB PRMP	Regular	Level 4	5

**Specific Outcomes:****SPECIFIC OUTCOME 1**

Give reasons for implementing a corporate identity programme.

**SPECIFIC OUTCOME 2**

Assist in implementing a corporate identity programme.

**SPECIFIC OUTCOME 3**

Explain the factors that affect corporate image.

**SPECIFIC OUTCOME 4**

Use corporate identity materials.