

**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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D. MRHUTHING

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?

Y

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.

- Managing public relations tasks and projects.
- Applying integrated communication.

Collecting, analysing, organising and critically evaluating information to better understand and explain:

- The public relations environment.
- Public relations tasks and projects.
- Integrated communication.

Using science and technology effectively and critically, showing responsibility towards the environment and health of others when:

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

Demonstrating an understanding of the world as a set of related systems by recognising that problem-solving contexts do not exist in isolation when:

- Applying integrated communication.

ASSOCIATED ASSESSMENT CRITERIA

Associated Assessment Criteria for Exit Level Outcome 1:

- 1.1 Research is conducted in order to collect and analyse information for public relations material.
- 1.2 Public relations material is produced taking into consideration intellectual property and copyright practices.
- 1.3 Writing, proofreading, editing and publishing skills are applied in the production of public relations material.
- 1.4 Public relations material is presented to stakeholders and/or the media.

Associated Assessment Criteria for Exit Level Outcome 2:

- 2.1 Project management practices are applied in individual and organisational activities.
- 2.2 Public relations project activities and objectives are negotiated with stakeholders.
- 2.3 Resource planning is conducted for public relations related activities.
- 2.4 Labour relation legislation is applied during public relations activities.

Associated Assessment Criteria for Exit Level Outcome 3:

- 3.1 Internal and external public relations programmes are developed for implementation by the organisation.
- 3.2 Corporate social programmes are identified and evaluated for uptake by the organisations.
- 3.3 Target markets are analysed so as to ensure the best positioning of the organisation in terms of branding and image.
- 3.4 The relationship with the media is managed so as to ensure the best positioning of the organisation in terms of media coverage and public perception.
- 3.5 Organisational crises management plans are implemented so as to protect the interests of the organisation.

Associated Assessment Criteria for Exit Level Outcome 4:

- 4.1 An understanding is demonstrated of public relations as an entity of integrated marketing communications and its application within the organisation.
- 4.2 An integrated marketing communication strategy is developed for the organisation taking into account other organisational stakeholders.
- 4.3 Communication management systems and activities are managed in an integrated means.
- 4.4 Relationships with internal and external stakeholders are established and maintained following communication practices and protocols.

Integrated Assessment:

Because assessment practices must be open, transparent, fair, valid, and reliable and ensure that no learner is disadvantaged in any way whatsoever, an integrated assessment approach is incorporated into the Qualification. Learning, teaching and assessment are inextricably linked. Whenever possible, the assessment of knowledge, skills, attitudes and values shown in the unit standards should be integrated.

A variety of methods must be used in assessment and tools and activities must be appropriate to the context in which the learner is working. Where it is not possible to assess the learner in the workplace or on-the-job, simulations, case studies, role-plays and other similar techniques should be used to provide a context appropriate to the assessment.

The term 'Integrated Assessment' implies that theoretical and practical components should be assessed together. During integrated assessments the assessor should make use of formative and summative assessment methods and assess combinations of practical, applied, foundational and reflective competencies.

Assessors and moderators should make use of a range of formative and summative assessment methods. Assessors should assess and give credit for the evidence of learning that has already been acquired through formal, informal and non-formal learning and work experience.

Assessment should ensure that all Specific Outcomes, Essential Embedded Knowledge and Critical Cross-Field Outcomes are assessed. The assessment of the Critical Cross-Field Outcomes should be integrated with the assessment of Specific Outcomes and Essential Embedded Knowledge.

INTERNATIONAL COMPARABILITY

Best Practice:

Pinnacle, an internationally based provider in the field of Public Relations, was identified by the Task Team Public Relations as applying best practice training in the field of Public Relations.

Further the following institutions in the following countries were identified by the Task Team Public Relations as providers that apply best practice in Public Relations training:

- India: The Indian Institute for Mass Communications.
- United Kingdom: The Chartered Institute of Public Relations.
- United States of America: The University of Washington Extension and Rown University.
- Canada: McMaster University and Langara College.

International:

Pinnacle is an international Public Relations training company with training centres in London, Brussels and Dubai. The Specialist Public Relations Programme is one of the programmes presented and the following aspects are covered in this programme:

- Public relations strategy.
- Advanced media relations.
- Crisis management.
- Media events.
- Creativity in public relations.
- Presentation skills.
- Preparing spokespeople.
- Running an effective press office.
- Internal communications.
- Running international public relations campaigns.
- Corporate social responsibility.

Findings: All of the above mentioned aspects are contained in the National Diploma: Public Relations Practice, Level 5 except aspects to do with preparing spokespeople.

India:

The Indian Institute for Mass Communications situated in New Delhi presents a Post Graduate Diploma in Advertising and Public Relations. The diploma contains the following subjects:

- Communication.
- Marketing.
- Advertising concepts and principles.
- Creativity and campaign planning.
- Public relations.
- Corporate communication.
- Oral and visual communication.
- Production techniques and methods.
- Media planning.
- Research methods and application.

Findings: All of the above mentioned aspects are inherent in the National Diploma: Public Relations Practice, NQF Level 5. Further the National Diploma: Public Relations Practice, NQF Level 5 makes provisional business management and project management competencies which are not contained in the above mentioned diploma.

The United Kingdom:

The Chartered Institute of Public Relations is situated in London and provides training opportunities in Public Relations. The following courses are offered which appear to be at the same level as the National Diploma: Public Relations Practice, NQF Level 5.

Advanced Certificate Course:

- Communication theories.
- Management skills.
- Writing skills.
- Media relations.
- Public relations in practice.

Diploma Course:

- Public relations as a management function.
- Strategic communications theories and techniques.
- Reputation management.

- Corporate responsibility and stakeholder theory.
- Organisational culture change and issues.
- Public relations planning and crisis management.

Findings: Together the two courses contain all of the above mentioned aspects in the National Diploma: Public Relations Practice, NQF Level 5 except aspects to do with organisational cultural change. Further the National Diploma: Public Relations Practice, NQF Level 5 makes provisional for project management competencies which are not contained in the above mentioned programme.

United States of America:

The University of Washington Extension offers various extra curricular courses in Public Relations. The following courses are offered which appear to be at the same level as the National Diploma: Public Relations Practice, NQF Level 5.

Intermediate Public Relations:

- Develop key public relations objectives.
- Develop a targeted annual public relations plan.
- Prepare for media interviews and draft responses.
- Develop and write briefing documents.
- Master the media interview.
- Understand key journalistic terminology.
- Prepare and write the coverage analysis report.

Advanced Public Relations:

- Develop and write a crisis management plan.
- Write initial statements for use in a crisis.
- Develop talking points.
- Locate trade shows and conferences.
- Develop and create speaking abstracts.
- Format, structure and write speeches.
- Use social media to gain market intelligence and wield influence.

Findings: All of the above mentioned aspects are inherent in the National Diploma: Public Relations Practice, NQF Level 5. Further the National Diploma: Public Relations Practice, NQF Level 5 makes provisional for project management competencies which are not contained in the above mentioned programme.

Canada:

McMaster University of Ontario offers a set of short courses in public relations. Together the short courses appear to be similar to the National Diploma: Public Relations Practice, NQF Level 5. The following make up the set of short courses:

- Introduction to public relations practice.
- Public relations writing.
- Public relations planning and management.
- Media relations.
- Business management for public relations.
- Management and evaluation in public relations.
- Issue and crisis communication planning.
- Employee communications.

- Social media.

Findings: All of the above mentioned aspects are inherent in the National Diploma: Public Relations Practice, NQF Level 5. Further the National Diploma: Public Relations Practice, NQF Level 5 makes provision for project management competencies which are not contained in the above mentioned programme.

Langara College in Vancouver offers a Certificate Programme in Public Relations. The programme contains the following subjects:

- Fundamentals of public relations.
- Writing for public relations.
- Media relations.
- Crisis/Issue management.
- Special event management.
- Writing skills improvement.
- Basic editing skills.
- Feature writing.
- Non-profit public relations.
- Entertainment public relations.
- Public relations issues and trends.
- Sponsorship public relations.
- Advertising public relations.
- Business in public relations.
- Ethics, slander and libel.

Findings: All of the above mentioned aspects are inherent in the National Diploma: Public Relations Practice, NQF Level 5. Further the National Diploma: Public Relations Practice, NQF Level 5 makes provision for project management competencies which are not contained in the above mentioned programme.

Conclusion:

All the programmes and courses compared in this International Comparability compare favourably to the National Diploma: Public Relations Practice, NQF Level 5 in terms of learning content. It was however found that the National Diploma: Public Relations Practice, NQF Level 5 generally contained additional learning in the form of project management.

ARTICULATION OPTIONS

This Qualification lends itself to both vertical and horizontal articulation possibilities.

Horizontal articulation is possible with the following Qualifications:

- ID 58820: National Certificate: Advertising, NQF Level 5, 124 Credits.
- ID 60430: National Certificate: Marketing Practice, NQF Level 5, 120 Credits.
- ID 59387: National Certificate: Intellectual Property Administration, NQF Level 5, 122 Credits.
- ID 61593: National Diploma: Marketing Management, NQF Level 5, 243 Credits.
- ID 58977: National Certificate: Publishing, NQF Level 5, 143 Credits.

Vertical articulation is possible with the following qualifications:

- Diploma: Public Relations, NQF Level 6.
- ID 57671: National Diploma: Events Management, NQF Level 6, 380 Credits.
- Bachelor of Arts: Marketing Communication, NQF Level 6.
- Bachelor of Commerce: Marketing Management, NQF Level 6.

- Bachelor of Arts: Public Relations Management, NQF Level 6.

MODERATION OPTIONS

- Anyone assessing a learner or moderating the assessment of a learner against this Qualification must be registered as an assessor with the relevant Education, Training, Quality, and Assurance (ETQA) Body.
- 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 ETQA's policies and guidelines for assessment and moderation; in terms of agreements reached around assessment and moderation between ETQA's (including professional bodies); and in terms of the moderation guideline detailed immediately below.
- Moderation must include both internal and external moderation of assessments at exit points of the Qualification, unless ETQA policies specify otherwise. Moderation should also encompass achievement of the competence described both in individual Unit Standards, 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.

CRITERIA FOR THE REGISTRATION OF ASSESSORS

For an applicant to register as an assessor, the applicant needs:

- A minimum of 2 (two) years' practical, relevant occupational experience.
- A relevant Qualification at NQF Level 6 or higher.
- To be registered as an assessor with the relevant ETQA.

NOTES

N/A

UNIT STANDARDS

	ID	UNIT STANDARD TITLE	LEVEL	CREDITS
Fundamental	252044	Apply the principles of knowledge management	Level 5	6
Fundamental	117539	Assess the quality of written text	Level 5	5
Fundamental	252022	Develop, implement and evaluate a project plan	Level 5	8
Fundamental	115790	Write and present for a wide range of purposes, audiences and contexts	Level 5	5
Core	252203	Demonstrate an understanding of the target market	Level 4	4
Core	335959	Develop and maintain a contact database	Level 4	5
Core	242840	Make oral presentations	Level 4	2
Core	242839	Research content for a presentation	Level 4	2
Core	252446	Acquire copyright permissions	Level 5	10
Core	252042	Apply the principles of ethics to improve organisational culture	Level 5	5
Core	255678	Collect and analyse information for research purpose	Level 5	15
Core	335956	Conduct desktop publishing	Level 5	5
Core	335955	Demonstrate an understanding of integrated marketing communication	Level 5	10
Core	114278	Demonstrate and apply an understanding of the Labour Relations Act (Act 66 of 1995)	Level 5	12
Core	335958	Develop an integrated marketing communication campaign	Level 5	10
Core	115828	Develop, implement and monitor promotional strategies	Level 5	5
Core	242727	Display versatile use of the voice for performance	Level 5	10
Core	252449	Identify intellectual property and materials	Level 5	15
Core	335963	Implement a corporate social programme	Level 5	10

	ID	UNIT STANDARD TITLE	LEVEL	CREDITS
Core	335961	Implement a crisis communication management plan	Level 5	7
Core	114226	Interpret and manage conflicts within the workplace	Level 5	8
Core	110360	Interview for a variety of journalistic purposes	Level 5	8
Core	243818	Negotiate agreements in simple to moderately complex situations	Level 5	4
Core	335996	Plan a public relations programme	Level 5	12
Core	335960	Prepare a research brief	Level 5	5
Core	252038	Prepare and manage a budget	Level 5	5
Core	252443	Propose tactics for protecting intellectual property	Level 5	15
Core	251963	Utilise communication and information management systems	Level 5	10
Core	115081	Write technical text within a specific field	Level 6	10
Elective	243611	Develop plans to manage sponsorship for a recreation programme	Level 4	4
Elective	114596	Research the viability of new venture ideas/opportunities	Level 4	5
Elective	119171	Analyse and make decisions for the development and selection of a specific consulting model	Level 5	8
Elective	252023	Apply financial practices and ratio analysis	Level 5	8
Elective	336019	Demonstrate an understanding of financial/investor relations	Level 5	4
Elective	336018	Demonstrate an understanding of public affairs	Level 5	7
Elective	336020	Demonstrate an understanding of the application of mass communication	Level 5	5
Elective	115394	Develop a consulting service ethic	Level 5	5
Elective	119173	Develop and maintain effective working relationship with clients	Level 5	8
Elective	115403	Know the client within a consulting contract	Level 5	6
Elective	336017	Manage media relations	Level 5	8
Elective	119175	Participate in the clarification of issues regarding a consulting engagement	Level 5	5
Elective	336021	Plan and organise a media conference	Level 5	6
Elective	335954	Prepare employee communication materials	Level 5	5
Elective	115406	Provide administrative support within a consulting context	Level 5	5
Elective	119084	Research and provide after sales service of the consulting engagement	Level 5	8
Elective	117515	Tender for projects	Level 5	7
Elective	115404	Understand the business of consulting	Level 5	8

LEARNING PROGRAMMES RECORDED AGAINST THIS QUALIFICATION

None



SOUTH AFRICAN QUALIFICATIONS AUTHORITY

UNIT STANDARD:***Prepare employee communication materials***

SAQA US ID		UNIT STANDARD TITLE	
335954		Prepare employee communication materials	
ORIGINATOR		PROVIDER	
Task Team - Public Relations			
FIELD		SUBFIELD	
3 - Business, Commerce and Management Studies		Public Relations	
ABET BAND	UNIT STANDARD TYPE	NQF LEVEL	CREDITS
Undefined	Regular	Level 5	5

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

SPECIFIC OUTCOME 1

Source and edit features and pictures for inclusion in an employee newsletter.

SPECIFIC OUTCOME 2

Arrange the layout and flow of articles.

SPECIFIC OUTCOME 3

Prepare employee newsletters for distribution.

QUALIFICATIONS UTILISING THIS UNIT STANDARD

	ID	QUALIFICATION TITLE	LEVEL
Elective	73129	National Diploma: Public Relations Practice	Level 5



SOUTH AFRICAN QUALIFICATIONS AUTHORITY

UNIT STANDARD:***Demonstrate an understanding of integrated marketing communication***

SAQA US ID	UNIT STANDARD TITLE		
335955	Demonstrate an understanding of integrated marketing communication		
ORIGINATOR	PROVIDER		
Task Team - Public Relations			
FIELD	SUBFIELD		
3 - Business, Commerce and Management Studies	Public Relations		
ABET BAND	UNIT STANDARD TYPE	NQF LEVEL	CREDITS
Undefined	Regular	Level 5	10

This unit standard replaces:

US ID	Unit Standard Title	NQF Level	Credits	Replacement Status
119522	Demonstrate an understanding of and define integrated marketing communications and its role	Level 5	6	Will occur as soon as 335955 is registered

SPECIFIC OUTCOME 1

Define integrated marketing communication.

SPECIFIC OUTCOME 2

Explain integrated marketing communication from a global perspective.

SPECIFIC OUTCOME 3

Describe integrated marketing communication tools.

QUALIFICATIONS UTILISING THIS UNIT STANDARD

	ID	QUALIFICATION TITLE	LEVEL
Core	73129	National Diploma: Public Relations Practice	Level 5



SOUTH AFRICAN QUALIFICATIONS AUTHORITY

UNIT STANDARD:

Conduct desktop publishing

SAQA US ID	UNIT STANDARD TITLE		
335956	Conduct desktop publishing		
ORIGINATOR	PROVIDER		
Task Team - Public Relations			
FIELD	SUBFIELD		
3 - Business, Commerce and Management Studies	Public Relations		
ABET BAND	UNIT STANDARD TYPE	NQF LEVEL	CREDITS
Undefined	Regular	Level 5	5

This unit standard replaces:

US ID	Unit Standard Title	NQF Level	Credits	Replacement Status
117666	Demonstrate an understanding of the principles, tools and process of desktop publishing	Level 5	4	Will occur as soon as 335956 is registered

SPECIFIC OUTCOME 1

Demonstrate an understanding of desktop publishing.

SPECIFIC OUTCOME 2

Apply the desktop publishing process.

SPECIFIC OUTCOME 3

Evaluate the completed work.

SPECIFIC OUTCOME 4

Prepare the completed layout for review or print.

QUALIFICATIONS UTILISING THIS UNIT STANDARD

	ID	QUALIFICATION TITLE	LEVEL
Core	73129	National Diploma: Public Relations Practice	Level 5



SOUTH AFRICAN QUALIFICATIONS AUTHORITY

UNIT STANDARD:***Develop an integrated marketing communication campaign***

SAQA US ID	UNIT STANDARD TITLE		
335958	Develop an integrated marketing communication campaign		
ORIGINATOR	PROVIDER		
Task Team - Public Relations			
FIELD	SUBFIELD		
3 - Business, Commerce and Management Studies	Public Relations		
ABET BAND	UNIT STANDARD TYPE	NQF LEVEL	CREDITS
Undefined	Regular	Level 5	10

This unit standard replaces:

US ID	Unit Standard Title	NQF Level	Credits	Replacement Status
117640	Develop and present an Integrated Marketing Communication (IMC) campaign	Level 6	8	Will occur as soon as 335958 is registered

SPECIFIC OUTCOME 1

Apply the steps of integrated marketing communication campaign planning.

SPECIFIC OUTCOME 2

Apply the phases of the strategic and tactical development process.

SPECIFIC OUTCOME 3

Compare communication with other types of objectives.

SPECIFIC OUTCOME 4

Present an integrated marketing communication campaign.

QUALIFICATIONS UTILISING THIS UNIT STANDARD

	ID	QUALIFICATION TITLE	LEVEL
Core	73129	National Diploma: Public Relations Practice	Level 5



SOUTH AFRICAN QUALIFICATIONS AUTHORITY

UNIT STANDARD:***Develop and maintain a contact database***

SAQA US ID		UNIT STANDARD TITLE	
335959		Develop and maintain a contact database	
ORIGINATOR		PROVIDER	
Task Team - Public Relations			
FIELD		SUBFIELD	
3 - Business, Commerce and Management Studies		Public Relations	
ABET BAND	UNIT STANDARD TYPE	NQF LEVEL	CREDITS
Undefined	Regular	Level 4	5

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

SPECIFIC OUTCOME 1

Identify and source a contact database.

SPECIFIC OUTCOME 2

Develop a contact database.

SPECIFIC OUTCOME 3

Maintain a contact database.

QUALIFICATIONS UTILISING THIS UNIT STANDARD

	ID	QUALIFICATION TITLE	LEVEL
Core	73129	National Diploma: Public Relations Practice	Level 5



SOUTH AFRICAN QUALIFICATIONS AUTHORITY

UNIT STANDARD:***Prepare a research brief***

SAQA US ID		UNIT STANDARD TITLE	
335960		Prepare a research brief	
ORIGINATOR		PROVIDER	
Task Team - Public Relations			
FIELD		SUBFIELD	
3 - Business, Commerce and Management Studies		Public Relations	
ABET BAND	UNIT STANDARD TYPE	NQF LEVEL	CREDITS
Undefined	Regular	Level 5	5

This unit standard replaces:

US ID	Unit Standard Title	NQF Level	Credits	Replacement Status
10082	Design a research brief	Level 6	10	Will occur as soon as 335960 is registered

SPECIFIC OUTCOME 1

Recommend a research brief.

SPECIFIC OUTCOME 2

Draw up a research brief.

QUALIFICATIONS UTILISING THIS UNIT STANDARD

ID	QUALIFICATION TITLE	LEVEL
Core 73129	National Diploma: Public Relations Practice	Level 5



SOUTH AFRICAN QUALIFICATIONS AUTHORITY

UNIT STANDARD:

Implement a crisis communication management plan

SAQA US ID	UNIT STANDARD TITLE		
335961	Implement a crisis communication management plan		
ORIGINATOR	PROVIDER		
Task Team - Public Relations			
FIELD	SUBFIELD		
3 - Business, Commerce and Management Studies	Public Relations		
ABET BAND	UNIT STANDARD TYPE	NQF LEVEL	CREDITS
Undefined	Regular	Level 5	7

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

SPECIFIC OUTCOME 1

Define the impact of a crisis on the organisation.

SPECIFIC OUTCOME 2

Formulate a crisis communication management plan.

SPECIFIC OUTCOME 3

Implement a crisis communication management plan.

QUALIFICATIONS UTILISING THIS UNIT STANDARD

	ID	QUALIFICATION TITLE	LEVEL
Core	73129	National Diploma: Public Relations Practice	Level 5



SOUTH AFRICAN QUALIFICATIONS AUTHORITY

UNIT STANDARD:***Implement a corporate social programme***

SAQA US ID		UNIT STANDARD TITLE	
335963		Implement a corporate social programme	
ORIGINATOR		PROVIDER	
Task Team - Public Relations			
FIELD		SUBFIELD	
3 - Business, Commerce and Management Studies		Public Relations	
ABET BAND	UNIT STANDARD TYPE	NQF LEVEL	CREDITS
Undefined	Regular	Level 5	10

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

SPECIFIC OUTCOME 1

Consider programme opportunities.

SPECIFIC OUTCOME 2

Implement a programme plan.

SPECIFIC OUTCOME 3

Evaluate the implementation of a programme.

QUALIFICATIONS UTILISING THIS UNIT STANDARD

	ID	QUALIFICATION TITLE	LEVEL
Core	73129	National Diploma: Public Relations Practice	Level 5



SOUTH AFRICAN QUALIFICATIONS AUTHORITY

UNIT STANDARD:***Plan a public relations programme***

SAQA US ID		UNIT STANDARD TITLE	
335996		Plan a public relations programme	
ORIGINATOR		PROVIDER	
Task Team - Public Relations			
FIELD		SUBFIELD	
3 - Business, Commerce and Management Studies		Public Relations	
ABET BAND	UNIT STANDARD TYPE	NQF LEVEL	CREDITS
Undefined	Regular	Level 5	12

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

SPECIFIC OUTCOME 1

Analyse the situation.

SPECIFIC OUTCOME 2

Set specific objectives for the public relations programme.

SPECIFIC OUTCOME 3

Analyse the target audience.

SPECIFIC OUTCOME 4

Develop the programme message.

SPECIFIC OUTCOME 5

Plan the evaluation of the programme.

QUALIFICATIONS UTILISING THIS UNIT STANDARD

	ID	QUALIFICATION TITLE	LEVEL
Core	73129	National Diploma: Public Relations Practice	Level 5



SOUTH AFRICAN QUALIFICATIONS AUTHORITY

UNIT STANDARD:***Manage media relations***

SAQA US ID		UNIT STANDARD TITLE	
336017		Manage media relations	
ORIGINATOR		PROVIDER	
Task Team - Public Relations			
FIELD		SUBFIELD	
3 - Business, Commerce and Management Studies		Public Relations	
ABET BAND	UNIT STANDARD TYPE	NQF LEVEL	CREDITS
Undefined	Regular	Level 5	8

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

SPECIFIC OUTCOME 1

Identify appropriate media to suit the target audience.

SPECIFIC OUTCOME 2

Develop and manage mechanisms for interacting with the media.

SPECIFIC OUTCOME 3

Respond to media queries.

SPECIFIC OUTCOME 4

Evaluate media coverage.

QUALIFICATIONS UTILISING THIS UNIT STANDARD

	ID	QUALIFICATION TITLE	LEVEL
Elective	73129	National Diploma: Public Relations Practice	Level 5



SOUTH AFRICAN QUALIFICATIONS AUTHORITY

UNIT STANDARD:***Demonstrate an understanding of public affairs***

SAQA US ID		UNIT STANDARD TITLE	
336018		Demonstrate an understanding of public affairs	
ORIGINATOR		PROVIDER	
Task Team - Public Relations			
FIELD		SUBFIELD	
3 - Business, Commerce and Management Studies		Public Relations	
ABET BAND	UNIT STANDARD TYPE	NQF LEVEL	CREDITS
Undefined	Regular	Level 5	7

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

SPECIFIC OUTCOME 1

Explain the need for public affairs.

SPECIFIC OUTCOME 2

Describe the nature and techniques of public affairs.

SPECIFIC OUTCOME 3

Describe the governmental structures relating to public affairs.

QUALIFICATIONS UTILISING THIS UNIT STANDARD

	ID	QUALIFICATION TITLE	LEVEL
Elective	73129	National Diploma: Public Relations Practice	Level 5



SOUTH AFRICAN QUALIFICATIONS AUTHORITY

UNIT STANDARD:***Demonstrate an understanding of financial/investor relations***

SAQA US ID		UNIT STANDARD TITLE	
336019		Demonstrate an understanding of financial/investor relations	
ORIGINATOR		PROVIDER	
Task Team - Public Relations			
FIELD		SUBFIELD	
3 - Business, Commerce and Management Studies		Public Relations	
ABET BAND	UNIT STANDARD TYPE	NQF LEVEL	CREDITS
Undefined	Regular	Level 5	4

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

SPECIFIC OUTCOME 1

Explain investor/financial relations.

SPECIFIC OUTCOME 2

Demonstrate an understanding of the importance of investor/financial relations.

SPECIFIC OUTCOME 3

Explain the legal requirements associated with investor/financial relations.

QUALIFICATIONS UTILISING THIS UNIT STANDARD

	ID	QUALIFICATION TITLE	LEVEL
Elective	73129	National Diploma: Public Relations Practice	Level 5



SOUTH AFRICAN QUALIFICATIONS AUTHORITY

UNIT STANDARD:***Demonstrate an understanding of the application of mass communication***

SAQA US ID		UNIT STANDARD TITLE					
336020		Demonstrate an understanding of the application of mass communication					
ORIGINATOR		PROVIDER					
Task Team - Public Relations							
FIELD		SUBFIELD					
3 - Business, Commerce and Management Studies		Public Relations					
ABET BAND		UNIT STANDARD TYPE		NQF LEVEL		CREDITS	
Undefined		Regular		Level 5		5	

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

SPECIFIC OUTCOME 1

Explain mass communication.

SPECIFIC OUTCOME 2

Analyse channels of mass communication.

SPECIFIC OUTCOME 3

Illustrate the application of mass communication channels.

QUALIFICATIONS UTILISING THIS UNIT STANDARD

	ID	QUALIFICATION TITLE	LEVEL
Elective	73129	National Diploma: Public Relations Practice	Level 5



SOUTH AFRICAN QUALIFICATIONS AUTHORITY

UNIT STANDARD:

Plan and organise a media conference

SAQA US ID		UNIT STANDARD TITLE	
336021		Plan and organise a media conference	
ORIGINATOR		PROVIDER	
Task Team - Public Relations			
FIELD		SUBFIELD	
3 - Business, Commerce and Management Studies		Public Relations	
ABET BAND	UNIT STANDARD TYPE	NQF LEVEL	CREDITS
Undefined	Regular	Level 5	6

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

SPECIFIC OUTCOME 1

Plan a media conference.

SPECIFIC OUTCOME 2

Prepare media information material.

SPECIFIC OUTCOME 3

Organise the media conference.

QUALIFICATIONS UTILISING THIS UNIT STANDARD

	ID	QUALIFICATION TITLE	LEVEL
Elective	73129	National Diploma: Public Relations Practice	Level 5