

Appendix 2

Year	Official Name	Credit	Project
1	Communication Science I Kommunikasiekunde I	0,200	No
1	Public Relations I Skakelkunde I	0,200	No
1	Language X	0,100	No
1	Language Y	0,100	No
1	Language Z	0,100	No
1	Media Studies I Mediastudie I	0,200	No
1	Introduction to Word Processing Inleiding tot Woordverwerking	0,100	No
1	Videology Videologie	0,100	No
1	Accountancy I Rekeningkunde I	0,100	No
1	Industrial Relations I Nywerheidsverhoudinge I	0,100	No
2	Communication Science II Kommunikasiekunde II	0,200	No
2	Public Relations II Skakelkunde II	0,200	No
2	Media Studies II Mediastudie II	0,200	No
2	Marketing & Advertising for P R Bemarking & Reklame vir Skakelwese	0,100	No
2	Social Psychology Sosiale Sielkunde	0,100	No
2	Business Studies: Public Relations Sake studies: Skakelwese	0,100	No
2	Law for Public Relations Reg vir Skakelwese	0,100	No
3	Communication Science III Kommunikasiekunde III	0,250	Yes
3	Public Relations III Skakelkunde III	0,250	Yes
3	Experiential training (Prerequisite: Public Relations II & Communication Science	0,500	Yes

Year	Official Name	Credit	Project
4	Communication Science IV Kommunikasiekunde IV	0,250	Yes
4	Public Relations IV Skakelkunde IV	0,250	Yes
4	Management Practice I Bestuurspraktyk I	0,150	No
4	Media Studies III Mediastudies III	0,200	No
4	Research Meths and Techniques I Navorsingsmetodes en -tegnieke I	0,150	No

(FORM B: B.Tech: Public Relations Management : P.E. Technikon, July 1991)

Credits do not have to be obtained in all the subjects shown above. The list below shows the compulsory and optional subjects:-

Compulsory instruction offerings:

Public Relations I, II, III (Major)
 Communication Science I, II, III (Major)
 Media Studies I
 Media Studies II
 Language X
 Language Y
 Introduction to Word Processing I
 Marketing and Advertising : Public Relations I
 Social Psychology
 Business Studies : Public Relations I
 Law : Public Relations I

One of the following options:

Language Z
 Videology

Accounting I
Industrial Relations I

B.TECH : PUBLIC RELATIONS MANAGEMENT

Compulsory instructional offerings:

Public Relations IV (Major)
Communication Science IV (Major)
Media Studies III
Management Practice I
Research Methods and Techniques I

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At the Cape Technikon, the options offered have been Xhosa as a third language, or Videology, students being able to choose either one. Accounting I and Industrial Relations I have not been offered for this programme. The compulsory languages are either English or Afrikaans. Although the curriculum offers nine languages, each technikon offers the languages most dominant in the area it serves. The above is the macro curriculum.



The two major subjects, Communication Science and Public Relations, have the following laid-down as the micro-curriculum for years I, II and III:-

Communication Science I
Micro Syllabus

1. The nature of communication
2. Introduction to the nature of communication theory
3. Intrapersonal communication
4. Interpersonal communication
5. Public communication
6. Pictorial communication
7. Communication by objectives
8. Practical application

Communication Science II

1. Mass communication
2. Media Study

3. Persuasive communication
4. Political communication
5. Practical application

Communication Science III

1. Organisational communication
2. Small group communication
3. Intercultural communication
4. Practical application

Public Relations I

1. Historical perspectives
2. The Public Relations profession
3. Elementary Public Relations Research
4. The basic Public Relations Programme
5. Application skills for Public Relations tools
6. Practical work/assistance/case studies

Public Relations II

1. Public Research
2. Budgeting and Costing
3. Public Relations in commerce and industry
4. Public Relations in non-profit and welfare organisations
5. Public Relations in the public sector
6. Public Relations in training and education institutions
7. Public Relations in entertainment, sport and travel
8. Social Responsibility

Public Relations III

1. Public Relations management, techniques and strategies
2. Corporate/Institutional, advocacy advertising
3. Advanced communication with employers
4. Public Relations in the mass communication media
5. Advanced case studies/assignments.

The following are laid down in the micro-curricula for the fourth year in the two major subjects:-

Communication Science IV

Theory formulation and theoretical perspectives in communication
Intergroup relations and negotiation
Development communication
Social change
Specialisation - a mini-thesis on a specialised area of communication
selected in consultation with the lecturer

Public relations IV

Theoretical context of Public Relations
International Public Relations
Political and sociological assessment and strategies for public relations
Environmental and community issues
Specialised Public Relations Advanced study









