



2017-05-17

**TO WHOM IT MAY CONCERN
WORK INTEGRATED LEARNING (WIL) PROGRAMME:
NATIONAL DIPLOMA IN PUBLIC RELATIONS MANAGEMENT**

Public Relations Management students must complete WIL (Work Integrated Learning). At least six months of experiential training in a public relations or related capacity with an employer during the third year of study. During the six months of their experiential training students will be completing the major subjects, Public Relations and Communication Science on a third year level. This involves the completion of job related assignments and attending three workshops per semester on campus (six per year). The workshop lasts for a day. The student understands and accepts the fact that she is not titled to any remuneration during the above stated training period.

The student has to confirm employment with the coordinator, after which a comprehensive evaluation document is mailed to the employer or given to a student. This document serves as a reference for monitoring the students' progress as well as a guideline for the employer on relevant public relations activities in which the student could be trained.

Students could hardly gain experience in all specialisation areas during their training, but should at least be exposed to as many areas as possible including:

- ❖ Media relations (broadcast and print)
- ❖ Internal and external relations
- ❖ Community relations
- ❖ Customer/client/consumer relations
- ❖ Relationship marketing
- ❖ Public affairs and government relations
- ❖ Investor and financial relations
- ❖ Special events/ Events management
- ❖ Production of controlled media
 - ✓ Print communication methods, Audio-visual communication methods, Interpersonal communication methods and Public relations advertising
- ❖ Production of uncontrolled media
- ❖ Marketing communication / Brand management
- ❖ Research for a public relations programme
- ❖ Planning and implementing a public relations programme
- ❖ Journalism
 - ✓ General knowledge of current issues, news sense and ability to gather news, Reporting, Page lay-out and Photography
- ❖ Front-line public relations and office administration
- ❖ Corporate identity – development and implementation (Reputation management)
- ❖ Issues management/ Environmental scanning/ Crisis management
- ❖ Stakeholder management

SB Mokaeanne (Ms)

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Department of Hospitality, Tourism and PR Management**