



**FACULTY
HUMANITIES &
SOCIAL SCIENCES**

Skills Certificate:
Principals of Public Relations

This course introduces you to the fundamental principles of Public Relations (PR), equips you with basic PR skills, and gives you insight into the relationship between PR and marketing.

Studying this course may be a good option if:

- You are new to the field of PR.
- You want to learn the essentials of PR management without writing any exams.
- You want to learn about the related topics of marketing and advertising.

Course code:

CER4021-03

Accreditation status:

- This is a non-credit-bearing Short Learning Programme.

Duration:

8 months

Entry requirements:

- None

Topics covered:

- Marketing Management 1
- Advertising Management 1
- Public Relations 1
- Public Relations 2

Assessments:

- Students are required to complete 2 assignments per topic.
- There are no exams for this course.

Type of certificate awarded:

Upon completion of this course, students will be awarded a Waterfall School of Business Skills Certificate: **Principles of Public Relations** from Waterfall School of Business.

CONTACT DETAILS

Telephone:

010 070 5365

Website:

www.wsb.edu.za

Postal address:

**PO Box 12723,
Die Boord, 7613**

Physical address:

**The Vineyard,
Devon Valley Road,
Stellenbosch, 7600**

Email Address:

info@wsb.edu.za

