

	BQA NCQF QUALIFICATION TEMPLATE	Document No.	DNCQF.QIDD.GD02
		Issue No.	01
		Effective Date	04/02/2020

SECTION A: QUALIFICATION DETAILS														
QUALIFICATION DEVELOPER (S)		Gaborone University College of Law and Professional Studies												
TITLE	Certificate V in Public Relations										NCQF LEVEL		5	
FIELD	Business, Commerce and Management Studies			SUB-FIELD			Public Relations			CREDIT VALUE		120		
New Qualification				✓		Review of Existing Qualification								
SUB-FRAMEWORK		General Education				TVET		✓		Higher Education				
QUALIFICATION TYPE	Certificate	I	II		I	IV	V	✓	Diploma	Bachelor				
	Bachelor Honours				Post Graduate Certificate					Post Graduate Diploma				
	Masters						Doctorate/ PhD							
RATIONALE AND PURPOSE OF THE QUALIFICATION														
RATIONALE: With the growth of the Internet and social media, the need for Public Relations specialist is on the rise. Digital (including social) media is changing the way public and organizations communicate. Increased consciousness by companies of their social responsibility, and a need for greater accountability to stakeholders, have led to an awareness in both the corporate and the not-for-profit sector that organizations need to rely on the advice and services of well trained professional communicators. This continued rise of social media will contribute to employment growth for public relations professionals. Public relations professionals code 2432 has been listed on HRDC top Occupation list as one of the that is currently experiencing shortages in the labour market (short term) and a relatively strong employment growth (long term) was listed as top occupation in demand under creative														

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industries **see Appendix 1**. Thus the Certificate V in Public Relations was developed based on this premise and therefore will set a foundation for learners to be public relations professionals to execute their roles of promoting a positive image of a company and its products or services. A public relations division is also responsible for a company's communication strategy and aim to establish and foster an understanding between an organisation and its employees as well as between an organisation and the public. The qualification also aims to equip qualifying learners with the knowledge and technical skills such as media relations, public relations management, social media and others that have also been listed as technical and soft skills under the HRDC Priority Occupations List(2019) in Botswana **see Appendix 2**. The applied knowledge and understanding demonstrated within this qualification will contribute to the economic growth within the public relations environment and also to the full development of the learner within the Public Relations field.

PURPOSE:

The purpose of the qualification is to produce people who are able to:

- i. Apply broad technical knowledge of Public Relations to manage and resolve public relations matters to maintain good long-term relations with the society.
- ii. Communicate information reliably, accurately and coherently, using conventions appropriate to public relations contexts, in all media.
- iii. Create public relations plans that use defined goals, measurable objectives, strategies, tactics and evaluations.
- iv. Create, package and edit public relations message content and distribute it through appropriate media to select target audiences of business and non-profit organizations.

ENTRY REQUIREMENTS (including access and inclusion)

- i. A minimum entry of NCQF level 4, Certificate IV (BGCSE) or equivalent
- ii. Recognition of Prior Learning (RPL) and/or Credit Accumulation Transfer (CAT) will be considered for access and inclusion of prospective learners who do not meet the stipulated entry requirements.

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SECTION B		QUALIFICATION SPECIFICATION	
GRADUATE PROFILE (LEARNING OUTCOMES)		ASSESSMENT CRITERIA	
1. Apply broad technical knowledge of business communication principles within a diverse range of organisational situations. 		1.1. Prepare a communication plan to reach the organization target market. 1.2. Describe the importance, role, process and elements of communication in a business environment. 1.3. Compile and present a public relations concept document. 1.4. Demonstrate the ability to coordinate group communication activities. 1.5. Participate in group activities as a member of a work team in a simulated scenario. 1.6. Prepare, assess, craft and manage winning crisis communications	
2. Apply broad technical knowledge of the principles of public relations within an organisation.		2.1. Execute managerial role and duties of a Public Relations manager in control of a Public Relations department 2.2. Apply the basic principles and techniques of Public Relations when dealing with clients.	
3. Apply public relations principles in the design of social/new media content for public relations events.		3.1. Identify and utilise various new/social media as Public Relations tools 3.2. Plan basic new/social media strategies for a public relations event.	

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	3.3. Utilise social/new media tools and techniques to support an event 3.4. Apply new/social media principles and techniques in support of an event 3.5. Identify and describe steps of a social/new media plan 3.6. Illustrate and apply a social/new media engagement model and matrix for an event 3.7. Compile a social/new media plan for an event.
	4. Establish branding, marketing and media relations initiatives of an organisation. 4.1. Develop and maintain favourable media relations 4.2. Identify and solve market constraints. 4.3. Determine the correct branding principles for the organisation. 4.4. Manage information and the activities of the public relations department. 4.5. Manage the relationship between the public relations manager and the rest of the management team/management of the organisation. 4.6. Implement the steps involved in placing news stories, features and photographs in the appropriate media. 4.7. Prepare and conduct media briefings and press conferences. 4.8. Provide the guidelines necessary to establish a media policy.

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	4.9. Address invasion of privacy and the constitutional rights of all parties during a breaking news story. 4.10. Establish the importance of taking care during the dissemination of business-related information to the media. 4.11. Explain the importance of correct conduct in public towards media representatives.
	5. Apply foundational social/new media engagement and event management practices within an ethical and legal framework. 5.1. Use new/social media to support the overall communication strategy of an organisation 5.2. Compare a variety of social/new media platforms and tools for business use 5.3. Analyse digital etiquette, the potential pitfalls of new/social media, and the role of a social/new media policy 5.4. Conceptualise a social/new media content strategy 5.5. Apply general principles, rules and legislation on the ethical foundation of media and events management 5.6. Developed new media and event management plans according to legal and ethical framework
6. Implement Public Relations Campaigns for an organization.	6.1. Craft and manage relevant Public Relations (PR) campaigns 6.2. Plan and prepare all the resources needed to execute a public relations campaign

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	6.3. Use the point planning model to plan, implement and evaluate a Public Relations campaign 6.4. Assess the current situation in a given scenario 6.5. Formulate relevant and practical objectives in line with the current situation 6.6. Identify the relevant publics that will need to be communicated with. 6.7. Employ relevant communication techniques to be used during public campaigns 6.8. Provide a relevant budget in a correct format to carry out the campaign 6.9. Evaluate the outcomes of the campaign against the organizational targets.
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SECTION C	QUALIFICATION STRUCTURE				
COMPONENT	TITLE	Credits Per Relevant NCQF Level			Total (Per Subject/ Course/ Module/ Units)
		Level [4]	Level [5]	Level []	
FUNDAMENTAL COMPONENT <i>Subjects/ Courses/ Modules/Units</i>	Introduction to Information Technology	10			10
	Writing & Editing for Public Relations	10			10
CORE COMPONENT <i>Subjects/Courses/ Modules/Units</i>	Foundation/ Basics of Public Relations		10		10
	Public Relations Campaigns		15		15
	Communication in PR		15		15
	Public Relations and Social Media		15		15
	PR Issues Management		15		15
	Social Responsibility and Ethics		15		15
	Media Relations		15		15
	NONE				

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ELECTIVE/ OPTIONAL COMPONENT <i>Subjects/Courses/ Modules/Units</i> Total Credits					
					120



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SUMMARY OF CREDIT DISTRIBUTION FOR EACH COMPONENT PER NCQF LEVEL	
TOTAL CREDITS PER NCQF LEVEL	
NCQF Level	Credit Value
4	20
5	100
TOTAL CREDITS	120
Rules of Combination: (Please Indicate combinations for the different constituent components of the qualification)	
Fundamentals Components: Level 4 20 Credits Level 5 10 Credits Core components: Level 5 90 Credits Electives Component None Total 120 Credits	

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ASSESSMENT ARRANGEMENTS

Assessment

The assessment for this qualification shall comprise of both formative and summary assessments weighted according to institutional guidelines and policies. Both formative and summative assessment processes are accounted for to monitor progress during the qualification and to determine competence of the learners at the end of the qualification.

The formative assessment shall consist of CAs which together will make 60%

Summative assessment shall make up the remaining 40%.

MODERATION ARRANGEMENTS

This qualification shall undergo internal and external moderation as a quality assurance measure. The internal and external moderation shall be conducted as per the individual ETP policies which must be aligned with the National policies. Assessment and moderation shall be conducted by appropriately qualified and duly registered by BQA as assessors and moderators.

RECOGNITION OF PRIOR LEARNING

RPL will be considered for both entry and award of this qualification in line with the internal RPL policies of individual ETPs.

CREDIT ACCUMULATION AND TRANSFER

Credit Accumulation and Transfer (CAT) will be applicable for award of this qualification

PROGRESSION PATHWAYS (LEARNING AND EMPLOYMENT)

HORIZONTAL PATHWAYS (NCQF Level 5)

Certificate V in Business Management

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Certificate V in Marketing and Brand Management

VERTICAL PATHWAYS (NCQF Level 6)

- Diploma in Public Relations (Level 6)
- Diploma in Management, Level 6.
- Diploma in Marketing and Brand Management, Level 6.
- Diploma in Public Relations Management, Level 6.
- Diploma in Journalism and Media Studies, Level 6.

EMPLOYMENT PATHWAYS

- Public relations and social media
- Communications officer
- Engagement coordinator
- Community manager
- Information Officer
- Public Relations Officer
- Journalist
- Media Consultant

QUALIFICATION AWARD AND CERTIFICATION

The candidate should attain a minimum of 120 credits of this qualification and satisfy the rule of combination above, to be awarded a qualification of Certificate V in Human Resources Management.

REGIONAL AND INTERNATIONAL COMPARABILITY

The design of the Certificate V Public Relations was influenced by national, regional and global trends in the corporate world. Regionally, the Qualification was benchmarked with the Certificate in Public Relations offered at Lyceum College in South Africa. The qualification was also benchmarked internationally with University Regina, Ryerson University and McGill University. The Certificate V in Public Relations compares favorably to the benchmarked qualifications in terms of content and modules and also in terms of the purposed and the skills and

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knowledge that the learners will achieve. **See Appendix 3.comparability matrix.** The proposed qualification will be better off than the other benchmarked with because the qualification structure is a blend of all vital modules from all the four university. The qualification also incorporated the introduction to information technology which gives the learner the ability to manage the computer technologies related. Public relations and to their business.

REVIEW PERIOD

The qualification will be reviewed every 5 years