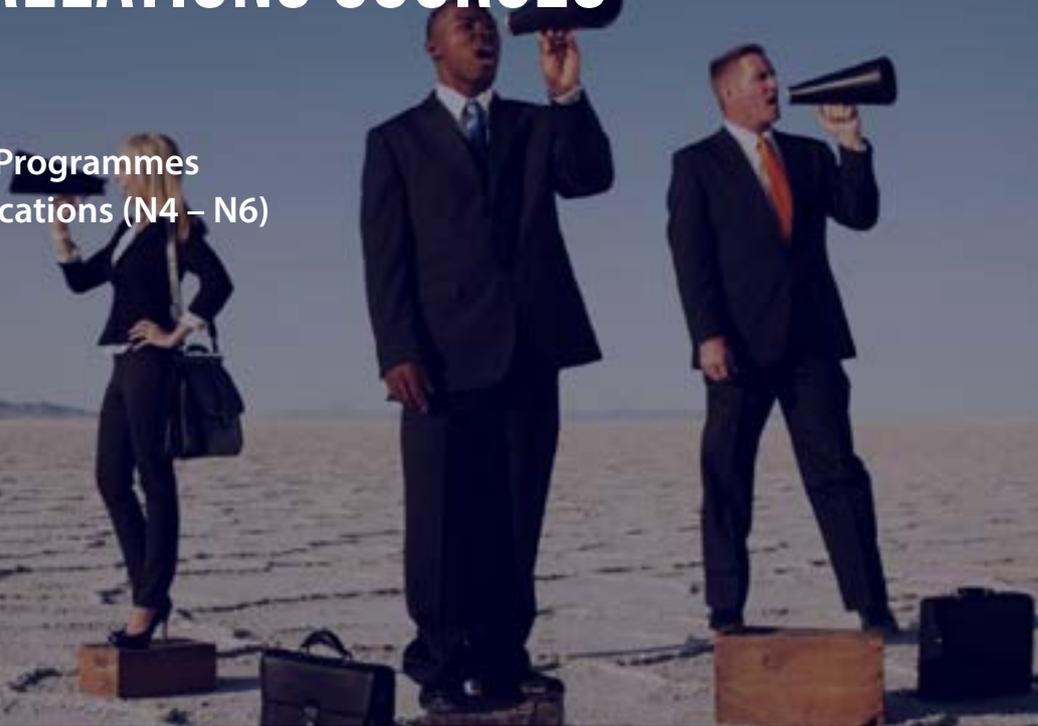


PUBLIC RELATIONS COURSES

WE OFFER:

Short Learning Programmes
National Qualifications (N4 – N6)



Oxbridge
Academy ✓

effortless excellence in education

Proudly part of the
ADvTECH Group,
the leader in private
education in Africa.

ADvTECH
GROUP



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WELCOME TO OXBRIDGE ACADEMY

WHY STUDY WITH US?

At Oxbridge Academy, we give you the opportunity to further your education while you acquire knowledge and skills that are relevant in the workplace.

Do you want the right skills to:

- Pursue a rewarding career?
- Earn a promotion in your current job?
- Earn a better income?
- Secure a job that improves your quality of life?
- Start your own business?

With Oxbridge Academy's flexible home study options, you can study a course that will give you the skills you need to achieve these goals — without having to give up your full-time occupation.



WHY HOME STUDY?

Distance learning, or home study, is recognised worldwide as an effective manner in which to further your education. It is highly flexible, and is therefore the **ideal option if you have a full-time job**, live in a small town far away from a residential college or university, or have family responsibilities that prevent you from attending classes.

Some of the benefits of home study are that you:

- Study from home
- Study at your own pace
- Save money on travelling expenses
- Are able to work full-time while you study



ENTRY REQUIREMENTS

To study with Oxbridge Academy, you need to meet the following minimum entry requirements:

- You need to be at least 16 years old.
- You need to be able to read and write in English (as all the course material is in English).
- You need to be willing to study independently from home (with assistance from a tutor via email).

There are many courses that you can study even if you haven't completed Matric. For some courses, though, additional entry requirements apply. Please have a look at the course information pages in this brochure to see the full entry requirements for each course.

PUBLIC RELATIONS COURSES



Do you want to:

- Learn how to apply the fundamental principles of public relations (PR)?
- Learn how to plan and evaluate PR campaigns?
- Understand the relationship between PR and Marketing?
- Understand how media relations are managed?

With Oxbridge Academy, you can do all of the above by studying your PR course from home via distance learning.

Courses are available in these categories:

- Short learning programmes
- National qualifications

SHORT LEARNING PROGRAMMES



These non-accredited skills courses introduce you to the field of Public Relations (PR), and equip you with fundamental knowledge and skills in this field, without requiring you to write any exams.

- You will be assessed through **written assignments**, which you can submit via post or email, or via the Online Student Portal.
- You will not be required to write any exams.

These short learning programmes are focused on skills development and are intended for personal improvement and improved performance in the workplace. The courses are offered, assessed, and certified by Oxbridge Academy and are not registered on the NQF.

[CLICK HERE TO FIND OUT MORE ABOUT SHORT LEARNING PROGRAMMES](#)

OXBRIDGE ACADEMY SKILLS CERTIFICATE: PRINCIPLES OF PUBLIC RELATIONS

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

COURSE CODE

CER4021-03

DURATION

8 months

REQUIREMENTS

No matric

COURSE SUBJECTS

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

STATUS

Non-accredited short learning programme

ASSESSMENT AND AWARD

- 2 assignments per subject
- No examinations

Upon completion of this course, students will be awarded an **Oxbridge Academy Skills Certificate: Principles of Public Relations** from Oxbridge Academy.

FEES

Please contact us for course fees or visit our website:

*Please note that the registration fee shown applies to South African students only. Foreign students are required to pay a non-refundable R2400 deposit instead of a registration fee.

NATIONAL QUALIFICATIONS (N4-N6)



The N4 – N6 courses are registered on the National Qualifications Framework (NQF). These formal qualifications are designed to prepare you for a career in business management, and are therefore focused on equipping you with the skills that you need to succeed in the workplace.



- You will be assessed through a combination of **written assignments and exams**.
- You will be able to write your exams at your nearest designated exam centre.
- The exam centres are situated all over South Africa.

N courses are offered and assessed by Oxbridge Academy. After gaining a qualifying year mark, students will be admitted to write the national examination at an approved venue. Read our [N4-N6 Exam letter](#) for information on writing the exams.

Need assistance with gaining practical work experience?

We give support and advice to our N4 – N6 students who are busy with their National Qualifications and who want to apply for their National Diplomas at the end of their studies. While we focus on our N6 students, we also assist our N4 and N5 students by explaining the criteria so that if they do have an opportunity to gain practical work experience at an employer, they already have the necessary information regarding the requirements.

We also provide our N4 – N6 students with the necessary documentation to be able to apply for the 18 month work integrated learning programme at a suitable employer. This documentation includes: Guidelines to the student on how to apply for the National Diploma; Letter to the employer; Checklist per subject for the student and employer.

NATIONAL CERTIFICATE: N4 PUBLIC RELATIONS

This course will equip you with essential PR skills by covering topics such as communication, office practice, and information processing, and will prepare you for further studies in PR. Studying this course may be a good option if you want to earn a national qualification in public relations, and you want to gain the essential skills that you need to start working in PR.

COURSE CODE

EN4021-041

DURATION

12 months

REQUIREMENTS

Matric or Introductory Certificate

COURSE SUBJECTS

Office Practice N4

Communication N4

Entrepreneurship and Business Management N4

Information Processing N4

STATUS

National Qualification accredited by the QCTO
(SAQA ID 66879)

ASSESSMENT AND AWARD

- Three assignments per subject
- One exam per subject

Upon completion of this course, students will be awarded a **Certificate of Achievement: N4 Public Relations** from the DHET.

FEES

Please contact us for course fees or visit our website:

*Please note that the registration fee shown applies to South African students only. Foreign students are required to pay a non-refundable R2400 deposit instead of a registration fee.

NATIONAL CERTIFICATE: N5 PUBLIC RELATIONS

This course builds on the knowledge and skills gained in the previous level, and further prepares you for a career in PR.

COURSE CODE

EN5021-041

DURATION

12 months

REQUIREMENTS

N4 Public Relations

COURSE SUBJECTS

Office Practice N5

Communication N5

Public Relations N5

Information Processing N5

STATUS

National Qualification accredited by the QCTO
(SAQA ID 66958)

ASSESSMENT AND AWARD

- Three assignments per subject
- One exam per subject

Upon completion of this course, students will be awarded a **Certificate of Achievement: N5 Public Relations** from the DHET.

FEES

Please contact us for course fees or visit our website:

*Please note that the registration fee shown applies to South African students only. Foreign students are required to pay a non-refundable R2400 deposit instead of a registration fee.

NATIONAL CERTIFICATE: N6 PUBLIC RELATIONS

This course builds on the knowledge and skills gained in the previous levels, and can lead to a National Diploma once the relevant practical experience has been earned.

COURSE CODE

EN6021-041

DURATION

12 months

REQUIREMENTS

N5 Public Relations

COURSE SUBJECTS

Office Practice N6

Public Relations N6

Entrepreneurship and Business Management N5

Information Processing N6

STATUS

National Qualification accredited by the QCTO
(SAQA ID 67003)

ASSESSMENT AND AWARD

- Three assignments per subject
- One exam per subject

Upon completion of this course, students will be awarded a **Certificate of Achievement: N6 Public Relations** from the DHET.

After students have completed this course, and submitted proof that they have gained **18 months** of relevant practical experience, they will be awarded a **National N6 Diploma from the DHET. Please note: In order to qualify for a National Diploma**, students must pass Information Processing N6.

FEES

Please contact us for course fees or visit our website:

*Please note that the registration fee shown applies to South African students only. Foreign students are required to pay a non-refundable R2400 deposit instead of a registration fee.

WHAT ARE THE BENEFITS OF STUDYING A PUBLIC RELATIONS COURSE AT OXBRIDGE ACADEMY?

When you register for a public relations course at Oxbridge Academy, you will:

- Receive your study material via post or courier. (All your study material is included in your course fee – there are no extra costs for textbooks)
- Be able to ask a qualified tutor for help with your studies via email.
- Be able to pay your course fees in affordable monthly instalments.
- Have access to our Student Portal, where you can upload your assignments, view your results, and check your account balance online.



WHAT WILL YOU LEARN WHEN YOU STUDY A PUBLIC RELATIONS COURSE AT OXBRIDGE ACADEMY?

In the Public Relations Management 1 module, it states the following: *"Public relations consists of all forms of planned communication, outwards and inwards, between an organisation and its publics for the purpose of achieving specific objectives concerning mutual understanding."*

Therefore, when you study a public relations course, one of the most important things that you will learn about is communication. You will also learn about the role of public relations in various contexts, the development of public relations strategies and programmes, the manner in which media relations are managed, and the way in which public relations interacts with other departments (such as marketing).

When you study a PR course at Oxbridge Academy, you will not only study PR subjects, but you will also learn about related topics, such as entrepreneurship, information processing and office practice. By studying these topics, you will gain the broader skill set that you need to become a knowledgeable and efficient employee within the PR department of an organisation.

WHAT ARE THE CAREER OPPORTUNITIES LIKE IN PUBLIC RELATIONS?

If you are an excellent communicator, and you enjoy working with different types of people, then the field of public relations offers you an exciting range of career opportunities. Public relations is a diverse field – and PR specialists are employed by organisations in both the public and the private sector to generate publicity, communicate key messages, manage reputation, and maintain relationships with various stakeholders.

If you work as a PR specialist, you may be responsible for some or all of the following:

- Developing and implementing PR strategies.
- Responding to queries from individuals and organisations.
- Analysing media coverage.
- Preparing and distributing press releases.
- Generating publicity by organising events such as press conferences, exhibitions and open days.
- Engaging with customers/clients and other stakeholders on social media platforms.
- Developing professional relationships with relevant stakeholders and media professionals.

These are just a few examples – the exact nature of the work that you'll be required to do will depend on the type of organisation that you work for, and what their PR needs are.

THE PR JOB TITLES THAT YOU CAN LOOK OUT FOR INCLUDE:

- Communications Officer
- Community Manager
- Media and Marketing Co-ordinator
- PR Account Manager
- PR and Social Media Practitioner
- PR Consultant
- PR Executive
- PR Officer
- PR Specialist
- Press Secretary



In addition to formal public relations training, you will need the following skills and characteristics to succeed in a career in PR:

- Excellent communication skills
- Interpersonal skills
- Creativity
- Computer skills
- Critical thinking skills
- Tactfulness
- Ability to think on your feet
- Ability to adapt to change

WHAT OUR STUDENTS HAVE TO SAY

”

“I like Oxbridge Academy because it’s the best college for distance learning. They offer best service and they help lot of people in different areas. So that’s why I decided to come and be a (Public Relations) student of Oxbridge.”

- Sifiso Innocent

[CLICK HERE TO READ MORE COMMENTS](#)

HOW DO YOU REGISTER FOR A COURSE?

Choose one of the options below:

- **Download** and complete the registration form, and send us your registration form and proof of payment via post or email:
- **Post:** PO Box 12723, Die Boord, 7613
- **Email:** registrar@oxbridgeacademy.edu.za

OR

- **Call** our Student Advisors on 021 1100 200 to register via telephone

OR

[CLICK HERE TO REGISTER ONLINE](#)

WHAT IS THE REGISTRATION FEE?

The registration fee represents an initial deposit, and contributes towards the activation of your course. Payment of the registration fee secures your Welcome Pack, which includes:

- Your personalised student card
- Your registration letter and information pack
- An outline of your payment plan
- A study programme
- Distance Learning Survival Guide

Note:

Your registration will only be complete once you have paid the registration fee and have undertaken to pay the balance of the course fees in monthly instalments. (You also have the option to pay your course fees in full up front.)

WHAT MAKES US DIFFERENT?

- We are committed to '*effortless excellence in education.*'
- We provide you with a free 'Distance Learning Survival Guide' when you register for your course.
- Our courses are constantly updated, and are designed to equip you with workplace-relevant skills.
- Our study material is specifically designed to meet your needs as a distance learning student.
- Our study material is provided in a user-friendly format, is designed to meet international standards, and is included in the course fees.
- Our industry-expert tutors are highly qualified, and are available to provide you with academic support via email.
- Our fees are affordable, and can be paid in interest-free monthly instalments.

OUR VISION

To be recognised as
a leader in the field
of distance education
and supported
learning
by clients, regulatory
bodies and
employees.





STUDY FIELDS AT OXBRIDGE ACADEMY

Advertising & Marketing Management

Assessor & Moderator

Bookkeeping & Accounting

Bridging

Business Management

Childhood Development

Computer Studies

Contact Centre Operations

Engineering Studies

Events Management

Health And Wellness

Human Resource Management

Matric

Occupational Health & Safety (Ohs)

Project Management

Public Relations

Public Sector Management

Secretarial Studies

Supply Chain & Logistics

Tourism & Hospitality

CONTACT DETAILS

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Fax:

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Physical address:

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Email:

info@oxbridgeacademy.co.za

Website:

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