
	BQA NCQF QUALIFICATION TEMPLATE	Document No.	DNCQF.P02.GD01
		Issue No.	01
		Effective Date	27.01.2021

SECTION A: QUALIFICATION DETAILS														
QUALIFICATION DEVELOPER (S)		University of Botswana												
TITLE	Bachelor of Public Relations and Integrated Communication										NCQF LEVEL	7		
FIELD	Humanities and Social Sciences			SUB-FIELD		Public Relations and integrated Communication				CREDIT VALUE	484			
New Qualification						✓		Review of Existing Qualification						
SUB-FRAMEWORK		General Education			✓		TVET			✓		Higher Education		✓
QUALIFICATION TYPE	Certificate	I	II	III	IV	V	Diploma	Bachelor or	✓					
	Bachelor Honours			Post Graduate Certificate				Post Graduate Diploma						
	Masters					Doctorate/ PhD								
RATIONALE AND PURPOSE OF THE QUALIFICATION														
<p>RATIONALE:</p> <p>Botswana Government has noted the development of Human Capital as essential to achieve Vision 2036 pillars. Through Vision 2036, Botswana aims to do more business and be competitive as a destination of choice for investment. This calls for quality and strategic advertising, communication and international relations as catered for through this proposed qualification. Marketing and advertising, both of which are key areas in this qualification, have been identified as crucial fields in development of businesses, as well the commercial revitalisation of the economy of Botswana.</p>														

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The Human Resource Development Council (HRDC) Interim Sector Skill in Demand (2016) points to the need for professional skills in marketing and advertising in business sectors. The skills include creation of promotions and campaigns, attractive displays, effective communication, crisis management, conducting advertising digital campaigns, branding, and communication and strategic communication development, among others.


PURPOSE:

The purpose of this qualification is to develop graduates with specialised skills, knowledge, and competences to be able to:


- Identify and explain the advertising role within the broader context of marketing communication.
- Apply fundamental public relations and integrated communication research planning and application
- Resolve current and emerging societal issues by applying media and communication theories and concepts.
- Produce advertising and public relations campaigns using various multimedia.
- Use digital media technology including social media, effectively, critically, and responsibly in everyday public relations and advertising practices.

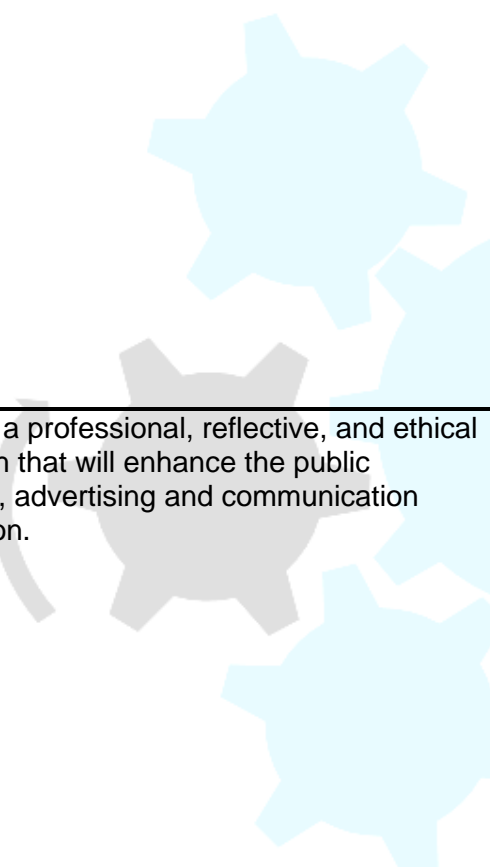
ENTRY REQUIREMENTS (including access and inclusion)


1. NCQF Certificate IV Level 4 (e.g., BGCSE) or equivalent with a minimum of grade of C or better in English Language.
2. Learners who do not meet the requirement set will be considered for access through Recognition of Prior Learning(RPL) and Credit Accumulation and Transfer (CAT) using ETP and national policies on RPL and CAT.

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SECTION B		QUALIFICATION SPECIFICATION	
GRADUATE PROFILE (LEARNING OUTCOMES)		ASSESSMENT CRITERIA	
1. Demonstrate theoretical knowledge of the evolution of public relations, advertising and communication throughout history, and the range of careers available in the practice.		1.1 Identify the role of public relations in the public and private sectors. 1.2 Explain the distinction between public relations and advertising. 1.3 Explain the advertising role within the broader context of marketing communication. 1.4 Identify the key marketing communication tools and their relationship to advertising.	
2. Apply fundamental public relations and integrated communication research planning and application.		2.1 Apply certain emotions and behavioural responses preceding purchasing, use of products. 2.2 Identify key psychological reasons associated with consumption of goods in particular contexts. 2.3 Evaluate marketing mix and the psychological principles that influence audiences. 2.4 Evaluate appropriate channels, content, tools, techniques, and resources for social media activity. 2.5 Formulate an effective strategy to manage an organisation's reputation online and mitigate the risks of social media.	
3. Communicate issues effectively and professionally.		3.1 Evaluate the influence of the media in crisis communication. 3.2 Identify the significance of issues and crisis communication in an organization setting.	

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	<p>3.3 Make detailed analysis of crisis communication, including ethical contexts.</p> <p>3.4 Examine and communicate ethical aspects of corporate decisions regarding relations the organisation holds with various stakeholders.</p> <p>3.5 Resolve current and emerging societal issues by applying media and communication theories and concepts.</p>
	<p>4. Develop a professional, reflective, and ethical approach that will enhance the public relations, advertising and communication profession.</p> <p>4.1 Communicate with others in different contexts (i.e., self-disclosure, inter-cultural context).</p> <p>4.2 Examine the art of monitoring and measuring metrics to determine the effectiveness of social media strategies, utilising current evaluation tools and methods.</p> <p>4.3 Demonstrate an appreciation for the various foundations of social responsibility theories.</p> <p>4.4 Increase awareness on the challenges of business social responsibility.</p> <p>4.5 Demonstrate knowledge on economic, social, and environmental sustainability issues relating to business practice.</p>
<p>5. Engage with stakeholders to write and produce balanced media content with tolerable ethical standards and legal procedures.</p>	<p>5.1 Produce public relations campaigns using various multimedia.</p> <p>5.2 Produce advertising campaigns using various multimedia.</p> <p>5.3 Apply ethical judgements in the crafting of public relations and integrated communication messages.</p> <p>5.4 Apply legal instruments in the dissemination of public relations and advertising.</p>


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	5.5 Exhibit expertise in determining appropriate media platform for public relations and integrated communication.
6. Use digital media technology effectively, critically, and responsibly in everyday public relations and advertising practices.	6.1 Explore a variety of social media tools, along with the techniques to effectively use them. 6.2 Apply the relationship building aspect of social media and learn how to integrate these new practices into an overall social media strategy.


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SECTION C		QUALIFICATION STRUCTURE				
COMPONENT	TITLE		Credits Per Relevant NCQF Level			Total Credits
			Level [6]	Level [7]	Level [8]	
FUNDAMENTAL COMPONENT <i>Subjects/ Courses/ Modules/Units</i>	Communication & Academic Literacy Skills		24			24
	Computer Skills Fundamentals		16			16
	Introduction to English Language, Description and Usage		12			12
	Writing in English		12			12
	Introduction to Literature and Prose		12			12
	Introduction to the Study of Language & Linguistics		12			12
	Introduction to Literature, Drama & Poetry			12		12
CORE COMPONENT <i>Subjects/Courses/ Modules/Units</i>	Basics of Digital Media		12			12
	Introduction to PR and Integrated Communication		12			12
	Introduction to Advertising & Marketing		12			12


	Public Relations & Advertising in Botswana		12			12
	Understanding Behaviours of Media Consumers		12			12
	Ethics for Media Professionals		12			12
	Issues & Crisis Management			12		12
	Theories of Mass Communication			12		12
	Advocacy & Speech Writing			12		12
	Corporate Social Responsibility			12		12
	Media & Society			12		12
	Media Law			12		12
	Events Planning & Management			12		12
	Communication Research Methods			12		12
	Media Practice			24		24
	Corporate Communications			12		12
	Media Project / Dissertation			48		48
	Public Communications Campaigns			24		24
	Media Management & Entrepreneurship			12		12

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ELECTIVE/ OPTIONAL COMPONENT <i>Subjects/Courses/ Modules/Units</i>					
	Social Media Management for PR		12		12
	Writing for PR & Copy Writing			12	12
	Research For PR & Advertising			12	12
	Product Marketing			12	12
	Economic & Social Issues in PR & Advertising			12	12
	Interpersonal Communication		12		12
	Public Sector Communication			12	12
	Strategic Communication			12	12
	Development Communication			12	12
	Political Communication			12	12

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TOTAL CREDITS PER NCQF LEVEL	
NCQF Level	Credit Value
6	172
7	312
TOTAL CREDITS	484
Rules of Combination: (Please Indicate combinations for the different constituent components of the qualification)	
<p>The rules of combination shall be as follows:</p> <p>Fundamental = 100 credits</p> <p>Core = 288 credits</p> <p>Elective = 96 credits</p>	

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ASSESSMENT ARRANGEMENTS

The Bachelor of Public Relations and Integrated Communication will be assessed to ensure quality in delivery of teaching and learning, involving an integration of both formative and summative assessment. Assessment should be done by BQA registered and accredited assessors in line with national and institutional policies on assessment.

The grade will constitute of formative assessment (50%) and summative assessment (50%).

MODERATION ARRANGEMENTS

Moderation includes both internal and external and will be administered by BQA registered and accredited Moderators as per national and ETPs policies on moderation.

RECOGNITION OF PRIOR LEARNING

Candidates may submit evidence of prior learning and current competence and/or undergo appropriate forms of RPL assessment for the award of credits towards the qualification in accordance with applicable institutional RPL policies and relevant national-level policy and legislative framework. Implementation of RPL shall also be consistent with requirements, if any, prescribed for media studies or its sub-fields such as media studies, journalism, or broadcasting by relevant national, regional or international professional bodies.

CREDIT ACCUMULATION AND TRANSFER

There shall be provision for award of credits towards the qualification in line with national and ETPs policy on Credit Accumulation and Transfer, CAT.

PROGRESSION PATHWAYS (LEARNING AND EMPLOYMENT)

Horizontal Articulation

The Bachelor of Public Relations and Integrated Communication qualification articulates well with the following qualifications, all at NCQF Level 7:

- Bachelor of Digital Media
- Bachelor of Media Studies
- Bachelor of Arts Humanities

Vertical Articulation

Successful graduates of the qualification can enrol in the:


- Master of Arts in Media and Communication (NCQF Level 9).

Possible Employment Pathways

Graduates of this qualification can expect to fill skills gaps in the government, private sector and non-governmental organisations where they can assume or serve as:

- Public Affairs Officials
- Public Relations Officials
- Advertising and Public Campaigns Specialists
- Marketing Specialists
- Public Relations Researchers
- Executive Officers
- Communication Strategy Designers
- Applied Communication Specialists

QUALIFICATION AWARD AND CERTIFICATION

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To be awarded “Bachelor of Public Relations and Integrated Communication, a learner must successfully complete 484 credits.

Once all the requirements are satisfied, a learner will be awarded a Bachelor of Public Relations and Integrated Communication certificate.

REGIONAL AND INTERNATIONAL COMPARABILITY

Benchmarking was done against The Universidade Lusofona, Portugal’s Licentiate degree Applied Communication Marketing, Advertising and Public Relations, and The University of Canberra’s Bachelor of Communication in Public Relations.

What is clear from the comparison with the regional and international universities is that a degree of Bachelor of Public Relations and Applied Communication is not easy to find with the same subject combinations. It is either Public Relations with another domain, or Communication with another domain. The faculty nuances the subject combination where the course is offered. For instance, in the case of Great Zimbabwe University, the influence of the English Department is clear with a number of modules in Literature. For Lusofona, collaboration with the Technology Faculty has resulted with a strong bias towards technological modules such as digital image computing, multi-media computing and visual culture. University of Canberra’s degree is more focused on Public Relations and communications and has little with regard advertising. However, common to both qualifications is core of communication and media studies modules such as communication theory, discourse analysis, textual analysis, interpersonal communication, and consumer behaviour, with different strands of public relations and advertising, as well as audience studies. Both courses are however lacking in a core aspect of rhetoric communication, which is public speaking. In terms of exit out comes, employment gateways and assessment strategies, the regional and international institutions featured are closely similar.

REVIEW PERIOD

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The qualification shall be reviewed every five years.

