

Career Profile: Public Relations Manager

In the modern business environment what people think about a company or organization can have a huge impact on whether it is successful or not. A good public relations team is able to present and maintain a positive image of the company to customers and clients. The challenge is to keep in touch with internal and external perceptions of the organization and to do what is necessary to project a favourable image of the company. As a result public relations is recognized as a profession that plays a significant role in any organization. Public relations forms an integral part of the marketing strategy of many businesses and organizations.

A public relations manager is engaged in constant interaction with both internal and external stakeholders. In public relations a lot of the work entails dealing with the various media, creating and developing corporate identities, and being involved in launching new products with the rest of the marketing team. Other aspects of public relations include audio-visual presentations, organising exhibitions and special events.

Education Requirements

National Senior Certificate (NSC)

For a career in public relations students are advised to select English and Mathematics or Mathematical Literacy and add to this a selection from the designated subjects.

Bachelor Degree

These are subjects that are particularly suitable for tertiary study:

Bachelor of Arts (Communication Management) (3 years) - A three year degree programme that focuses on aspects of communication vital for public relations.

Bachelor of Commerce (Communication Management) (3 years) - A three year degree programme.

Offered at:

- [North-West University](http://www.uniwest.ac.za/faculties/hss/Schools/school_of_human_sciences.html)¹ (Mafikeng Campus - Faculty of Human & Social Sciences)
- [University of Limpopo](#)² (School Of Languages and Communication Studies)

¹ http://www.uniwest.ac.za/faculties/hss/Schools/school_of_human_sciences.html

- [University of Pretoria](#)³ (Department of Marketing & Communication Management)
- [University of Johannesburg](#)⁴ (Department of Communication)
- [UNISA](#)⁵ (Communication Science)

Specializations offered: (Bachelor Degrees)

North-West University

Bachelor of Arts in Communication - BA Com

University of Johannesburg

BA (Marketing Communication)

University of Limpopo

BA Comm (Communication studies)

University of Pretoria

BCom (Communication Management)

UNISA

- BA (Communication Science) BA (General) with Communication and a language as majors
- BBA (with Communication and Business Management/ Marketing Management as majors)

National Diploma / BTech

Students who prefer a more practical approach can enrol for programmes to qualify for public relations management at BTech and Diploma levels. Specializations are offered in these programmes.

The National Diploma is a three year course which includes guided practical experience. The diploma is a pre-requisite for admission to a Bachelor of Technology - BTech

Offered at:

- [Tshwane University of Technology](#)⁶ (Public Relations and Business Communication)
- [University of Johannesburg](#)⁷ (Department of Communication)
- [UNISA](#) (Public Relations Management)

² http://www.ul.ac.za/index.php?Entity=School%20Main%20Menu&school_id=3

³ <http://web.up.ac.za/default.asp?ipkCategoryID=753>

⁴ <http://www.uj.ac.za/Default.aspx?alias=www.uj.ac.za/comm>

⁵ <http://www.unisa.ac.za/Default.asp?Cmd=ViewContent&ContentID=164>

⁶ http://www.tut.ac.za/Students/facultiesdepartments/humanities/departments/Documents/public_relations_bus_comm.pdf

⁷ <http://www.uj.ac.za/Default.aspx?alias=www.uj.ac.za/comm>

- [Vaal University of Technology](#)⁸ (Public Relations Management)

Specializations offered:

Tshwane University of Technology

National Diploma: Public relations and business communication, Public relations management

BTech: Business communication, Public relations management

University of Johannesburg

National Diploma: Public relations management, Public relations and Communication

BTech: Public relations management

UNISA

National Diploma: Public relations management, Tourism management

Vaal University of Technology

National Diploma: Public relations management

BTech: Public relations management

Admission requirements

As admission requirements vary from one institution to another, find out what the specific requirements are by checking on the website and contacting the university if you have any queries.

Possible Employers

- Government departments
- Municipalities
- Mining houses
- Large organisations both commercial and industrial
- Public relations consultancies

Find out more

Find out more about management, bursaries and jobs:

- [Southern African Institute for Public Relations and Communication Management](#)⁹

⁸ http://www.vut.ac.za/new/index.php?option=com_content&view=article&id=765&Itemid=1027

⁹ <http://www.prisa.co.za/>

Are you suited to this career?

This quick quiz can help you to identify whether you are suited for this occupation.

Quiz	Yes	No
Do you work accurately?		
Are you prepared to work hard?		
Do you keep informed of current affairs through newspapers and other media?		
Do you bring dedication to tasks, especially related to communication?		
Have you ever worked on publicity projects or worked on your school newspaper?		
Do you listen carefully and accurately to others?		
Can you write clearly and rapidly for a variety of purposes?		
Do you have a sense of humour?		
Are you interested in continuing your self-education?		
Are you resourceful and able to deal with unexpected situations?		

If you have mainly yes answers it may be an indication that this is an occupation to consider.