

## **PUBLIC RELATIONS, MARKETING & ADVERTISING COURSE**

There are excellent career opportunities in both the public and private sectors, for those with good creative, analytical and inter-personal skills who can demonstrate their ability to develop communicate and implement ideas and concepts. This program has been designed for those with an interest in communications who seek a recognized qualification to enhance future employment prospects and career progression.

### **Objectives:**

To provide students with a body of knowledge that enables them to:

- a) Understand and apply communications theory in the working environment.
  - b) Understand the importance of marketing communications to the development of a business.
  - c) To make a positive contribution to the work of a marketing, advertising or public relations department.
  - d) To increase and enhance employment opportunities within the communications industry.
- ❖ The associate degree in communication studies. This is awarded to those candidates who, having completed the diploma and advanced diploma level provide the instate with the assigning required for the awarded of the associate degree.

### **DIPLOMA**

1. International Business Communication
2. Buyers Behavior & Consumerism
3. Relations
4. Marketing
5. Advertising

### **ADVANCED DIPLOMA**

1. Strategic Management
2. Campaign Planning and Control
3. Financial Management
4. Management Theory and Practice