

Government Gazette

Vol. 413, No. 20603, 12 November 1999

GENERAL NOTICE

Notice 1349 of 1999

SOUTH AFRICAN QUALIFICATIONS AUTHORITY (SAQA)

NOTICE BY NSB 03, BUSINESS, COMMERCE AND MANAGEMENT STUDIES, OF AN APPLICATION TO REGISTER AN SGB FOR PUBLIC RELATIONS MANAGEMENT AND PRACTICE

NSB 03 has received an application to recognise and register an SGB for Public Relations Management and Practice.

PROPOSED BRIEF OF THE SGB

1. Develop and revise learning pathways for qualifications and unit standards for Public Relations Management and Practice in the sub-field Public Relations under NSB 03 [Regulation 24(1)(e)].
2. Generate the following unit standards-based qualifications, in accordance with Authority requirements, at NQF levels 4 to 8:
 - Certificate in Public Relations Practice (NQF level 4), in the areas of basic business communication, basic public relations writing, and skills competencies for -customer/stakeholder relations
 - Diploma in Public Relations Management (NQF level 5), in the areas of public relations editing, writing, training, organising, planning, and in media relations
 - Degree in Public Relations Management (NQF level 6), in the areas of strategic communication and specialisation in public relations and public relations research
 - Masters Degree in Public Relations Management and Practice (NQF level 8)
 - Doctoral Degree in Public Management and Practice (NQF level 8) [Regulation 24(1)(a)].
3. Recommend the qualifications and standards generated under 2, above, to the NSB [Regulation 24(1)(c)].
4. Recommend criteria for the registration of assessors and moderators or moderating bodies [Regulation 24(1)(d)].
5. Update and review qualifications and standards [Regulation 24(1)(b)].
6. Perform such other functions as may from time to time be delegated by NSB 03 [Regulation 24(1)(e)].

PROPOSED COMPOSITION OF THE SGB

AMPERSAND, Renita	ML Sultan Technikon
BAPELA, Kate	Gauteng Department of Transport
FERREIRA, EM	Port Elizabeth Technikon
GRIFFITHS, Stephanie	International Association of Business Communicators
JOHNSTON, Anthea	Consultant
LOWE, Dee-Dee	South African Broadcasting Association
MABASE, Y	National Parks Board - Kruger National Park
MACEY, Don	Consultant

MAXWELL, Janet	Natal Technikon
MOODLEY, Rajan	Eastern Cape Adult Learning Trust
PHALATSE, Phakiso	Johannesburg Metropolitan Town Council
RENSBURG, Ronel	University of Pretoria
SHIELDS, G	BoE Bank
SNYMAN, Jan	ABSA
STEYN, Benita	University of Pretoria
STROHM, Ursula	SACOMM
VAN NIEKERK, Seugnet	PRISA Education & Training Centre