

PROGRAMME OBJECTIVES

The Diploma in Public Relations, provides practitioners and support staff involved in public relations and communications with comprehensive knowledge to enable effective execution of functions to key stakeholders. The programme topics include the Standards for Practice in Public Relations, Planning Responses for Managing Environmental Crises, Managing Media Contacts, Preparing Acceptable News Releases (including format, style and content), Annual Reports, Management of Stakeholder Relations, Speech and Broadcast Writing, Working with Non-Governmental Organizations (NGO's) and Governmental Agencies, and a Comprehensive Orientation to Effective Events Management.

OVERALL AIMS

- To familiarise participants with the theoretical foundations of the Public Relations practice.
- To engage participants in effective techniques for communicating information to key stakeholders.
- To expose participants to various approaches to work effectively with the media and establish and maintain avenues of publicity.
- To develop competencies in the preparation of news releases, annual reports, fact sheets, feature stories, case histories, biographies, speech and broadcast writing.
- Understand strategies for improving overall customer satisfaction and the process for resolving customer complaints and problems.
- Understand the role of research and evaluation of the PR Programme, types include but not limited to NGO's, Corporate and Governmental.
- Understand the Events Management Process and the necessary tools to successfully manage and implement events in the workplace.

PROGRAMME STRUCTURE

The programme is conducted over three (3) academic terms or one (1) academic year. Classes meet for one – three (3) hour session per week for twelve (12) weeks for each course.

This programme of study allows graduates to carry forward nine (9) academic credits toward the UWI-ROYTEC Associate of Science Degree in Management (ADM), leading to the Bachelor of Business Administration (BBA) from the University of New Brunswick, Canada.

COURSES COVERED

- FUNDAMENTALS OF PUBLIC RELATIONS (TERM 1)
- BUSINESS COMMUNICATION (TERM 1)
- FUNDAMENTALS OF MANAGEMENT (TERM 2)
- UNDERSTANDING HUMAN COMMUNICATION (TERM 2)
- SPECIAL EVENTS PROJECT MANAGEMENT (TERM 3)
- ADVANCED TECHNIQUES IN PUBLIC RELATIONS (TERM 3)
- PRACTICUM (TERM 3)

All courses are compulsory.
There are no elective courses.

ENTRY REQUIREMENTS

A minimum of five CXC passes, (General Proficiency) Grades I and II (Grade III accepted from June 1998 onwards) or five GCE O' Level passes, Grades A, B and C (or equivalent) including English Language and Mathematics.

Applicants may also be considered on the basis of their work experience, training and educational background as deemed relevant by UWI-ROYTEC to be the equivalent of the above for the purpose of study and may be subject to an interview.



HOW TO APPLY

The following are required on submission of each completed Application Form:

- The original and a copy of CXC / GCE O'Level and CAPE / GCE A-Level certificates.
- Non-refundable application fee of \$120.00 (Linx, manager's cheque or credit card only, no cash or personal cheques).
- One (1) Passport-sized Photograph.
- The original and a copy of the following forms of National Identification: Birth Certificate and National ID Card or Passport.
- The original and a copy of your Marriage Certificate/ Affidavit. (This is applicable if the name on the certificate is different from the name on the application form.)

Applicants wishing to apply for exemptions must do so at the time of application. Exemptions will only be considered when supported by original copies of Transcripts.

Applications must be sent to:

The Manager, Registry Services

UWI School of Business and Applied Studies Limited
(UWI-ROYTEC)

#136-138 Henry Street, Port-of-Spain.

PLEASE NOTE: Applicants who have lost or misplaced their original Certificates / Transcripts are required to request a Letter / Certified Duplicate Copy from the Ministry of Education or awarding institution.

Please visit our website to access the online application option.



UWI SCHOOL OF BUSINESS AND
APPLIED STUDIES LIMITED
trading as

ROYTEC

VISION

To be the tertiary institution of choice, that meets national and international standards of quality through its distinction and leadership in the areas of business, education and technology studies, para-professional programmes and corporate training.

MISSION

To position the institution as the preferred provider of applied studies in Trinidad and Tobago and to enhance corporate competitiveness by producing a work ready graduate who is a highly skilled and competent practitioner, a critical thinker, an innovator, an entrepreneur, and a socially engaged individual.

CORE VALUES

- Excellence
- People-Centeredness
- Integrity
- Equity
- Quality
- Engagement
- Innovation
- Life Long Learning

NORTH CAMPUS

136-138 Henry Street,
Port of Spain, Trinidad, WI
Tel: (868) 225-1299
Fax: (868) 623-7338

SOUTH CAMPUS

Naparima College, Lute Drive,
San Fernando, Trinidad, WI
Tel: (868) 225-1299
Fax: (868) 652-7847

www.roytec.edu

marketing@roytec.edu



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DIPLOMA IN PUBLIC RELATIONS

