

Growing U

For 20 years UniSchool has been empowering people through affordable, high quality, skill-based training. Our recognition stems from our ISETT Seta accreditation, together with endorsements by many corporate and government bodies. A combination of business professionals and university academics ensures our outstanding quality. Our affordability is as a result of our 20 years of experience in being the training organisation of choice for the people of KwaZulu-Natal. Come and join more than 20,000 people - young and old, unemployed AND ROYALTY, who we have helped grow.

Testimonials from our Students

People of South Africa really need the kind of education provided by UniSchool.

UniSchool is the Best Academic Institution.

All UniSchool staff are helpful and approachable.

Best value for Money



Unique UniSchool - We use a combination of highly qualified lecturers plus tutors.

University UniSchool - Most courses are designed by University lecturers and top business leaders.

Ubuntu UniSchool - We are a homegrown South African company who strive to live ubuntu - to grow U is to grow US.

UniSchool (Pty) Ltd

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Marketing and Public Relations

Contact Us

Tel: 031-305-3850 or 086 100 2265
Fax: 031 305 3946 or 086-590-3717

Reg. No. 98/00306/07

Marketing & Public Relations – ICB accredited

Be the person who provides information in a planned and persuasive manner to promote and publicise an organisations, production process, product or person.
Open the door to new career opportunities in the exciting and dynamic arena of Marketing and Public Relations.



Course Description



Course Modules

- Basic concepts in Marketing Management
- The Internal Marketing Environment
- The External Marketing Environment
- Determining a Marketing Strategy
- Understanding “Product” in the Marketing Mix
- Understanding “Price” in the Marketing Mix
- Understanding “Place” in the Marketing Mix
- Understanding “Promotion” in the Marketing Mix
- The role of Public Relations and Mass Communication
- Integration – Formulating a Strategic Marketing Plan

Duration

- 12 weeks (Saturday mornings), 8:30am-12:30pm

Entrance Requirements

Grade 12 or be at least 16 years of age.
No Prior Marketing & PR knowledge is required.

Course price and date:

Course Fee Includes

- All lectures
- Course manual
- ICB Membership
- Assessment Fee
- Qualified highly rated lecturers
- Graduation ceremony at UKZN University

Programme Type

Agent Programme – UniSchool offers tuition but do not offer the final certificate. ICB will offer the final exam and certificate.

Assessment

- **Formative Assessments. 30%** -
Students need to submit three assignments and write two class tests
- **Summative Assessment: 70%** -
To successfully complete this learning programme you will be required to write a theory exam. You will need to achieve a mark of 60% or higher to be found competent.

Award

On successful completion of the course you will receive a ICB skills certificate.

