Marketing and Public Relations

Damelin correspondence
The Career Development College

Enrol • Qualify • Achieve
With one of the most employer-recognised colleges
Programme Types offered at Damelin Correspondence College (DCC)

1. National Qualifications are credit-bearing qualifications registered on the NQF (National Qualifications Framework) and accredited by a Quality Assurance Body, such as a SETA (Sector Education and Training Authority). A skills programme is an accredited component of a National qualification.

2. Agent Programmes are programmes for which Damelin Correspondence College offers tuition, but where DCC does not issue the final certificate. The Agent Body issues the final certificate and manages the final examinations.

3. Damelin Correspondence College Programmes are DCC's own programmes that are not linked to the NQF and are not credit-bearing. However, they are in high demand and carry the approval of the Damelin Correspondence College Academic Board.

Damelin Correspondence College Programmes fall into four categories:

- **Damelin Correspondence College Career Programmes** are DCC's own programmes that are designed to teach you the skills and knowledge to succeed in a particular career.

- **Damelin Correspondence College Continuous Professional Development (CPD) Short Courses** are courses that help you add to your current professional knowledge in a particular field, and hence boost your abilities within your career.

- **Damelin Correspondence College Orientation Programmes** are short courses that introduce you to a particular field or career and that offer you the opportunity to explore an interest or skills set without having to enrol on a full programme.

- **Damelin Correspondence College Self-Employment Programmes** are designed to refine your skills in a particular field of interest; to teach you how to make a living from a particular skill, interest or hobby, and to help you start your own business.
Want to make your mark in the marketing world? Here’s how...

Take a product from the hands of a producer and get it into the hands of consumers - that’s your goal as a marketer! To do this you'll need a firm grasp of the principles of marketing. There are a great number of opportunities within this field and a variety of activities - marketing is a sought-after skill all over the world.
Course Overview
As one of the most interesting functions of any organisation, marketing focuses on developing and managing relationships with customers, competitors, suppliers and other links to the marketing field. This course will expose you to concepts of marketing, finance and accounting, research, operations, personnel, information systems, marketing communications and management principles and processes.

Programme Type
The Damelin Correspondence College Marketing Management Certificate is a DCC Career Programme that is approved by the DCC Academic Board.*

Entrance Requirements
Grade 12 (Std. 10) or an equivalent or relevant work experience (2 years).

Course Content
- Communication
- Management I
- Economics
- Principles of Business Law
- Financial Accounting I OR Accounting and Finance
- Marketing Management I

Course Duration
You should be able to complete this course within 18 months.

Exam Information
All assignments are optional, but you will need to write and pass 6 formal exams. Please note that exams are written in June and October of each year. You should complete an examination entry form and submit it to the College, together with the prescribed examination fee before the closing date for the next examination.

Award
On successful completion of this course, you will receive your Damelin Correspondence College Marketing Management Certificate.

*NON-CREDIT BEARING/NOT ALIGNED TO NQF
Programme Type:
The Damelin Correspondence College Marketing Management Diploma is a DCC Career Programme that is approved by the DCC Academic Board.*

Entrance Requirement
The Damelin Correspondence College Certificate in Marketing Management or equivalent.

Course Content
- Concepts of Management Computing
- Management II
- Marketing Management II
- Statistics
- Marketing Research
- Marketing Communication
- Management III
- Marketing Management III

Course Duration
You should be able to complete this course within 24 months.

Exam Information
All assignments are optional, but you will need to write and pass 8 formal exams. Please note that exams are written in June and October of each year. You should complete an examination entry form and submit it to the College, together with the prescribed examination fee before the closing date for the next examination.

Award
On successful completion of this course, you will receive your Damelin Correspondence College Marketing Management Diploma.

*NON-CREDIT BEARING/NOT ALIGNED TO NQF
Course Overview
Do you see yourself as a self-starter and a born salesperson? Then this course offers you the perfect opportunity to hone your sales techniques and business skills. It will teach you the basics of personal selling and marketing, how to advertise your products and services, how to communicate effectively, and how to start up your own business. It also deals with general business practices and outlines the challenges you might face in running your own business.

Programme Type
The Damelin Correspondence College Sales and Marketing Certificate is a DCC Career Programme that is approved by the DCC Academic Board.*

Entrance Requirements
Grade 12 (Std.10) or equivalent or relevant work experience (2 years).

Course Content
• English for Business
• Business Practice
• Entrepreneurship
• Sales Practice
• Marketing Management (Module A)
• Marketing Management (Module B)

Course Duration
You should be able to complete this course within 18 months.

Exam Information
All assignments are optional, but you will need to write and pass 6 formal exams. Please note that exams are written in June and October of each year. You should complete an examination entry form and submit it to the College, together with the prescribed examination fee before the closing date for the next examination.

Award
On successful completion of this course, you will receive your Damelin Correspondence College Sales and Marketing Certificate.

*NON-CREDIT BEARING/NOT ALIGNED TO NQF
Course Overview
In a sales and marketing environment where successful sales practice is the root and stimulant of basic customer satisfaction, this course will effectively guide you in applying the basic principles of selling, marketing and take you through the role of selling in marketing activities such as advertising, publicity and sales promotion.

Programme Type
The Damelin Correspondence College Sales Practice Short Course Certificate is a DCC Continuous Professional Development (CPD) Programme that is approved by the DCC Academic Board.*

Entrance Requirements
Grade 12 (Std. 10) or equivalent or relevant work experience (3 years).

Course Content
- Sales Practice
- Selling and Marketing
- Selling and Consumer Behaviour
- Types of Selling
- The Selling Process

Course Duration
You should be able to complete this course within 12 months..

Assessment and Exam Information
All assignments are optional, but you have to write and pass 1 formal exam. Please note that exams are written in June and October of each year. You should complete an examination entry form and submit it to the College, together with the prescribed examination fee before the closing date for the next examination.

Award
On successful completion of this course, you will receive your Damelin Correspondence College Sales Practice Short Course Certificate.

*NON-CREDIT BEARING/NOT ALIGNED TO NQF
Be the person who provides information in a planned and persuasive manner to promote and publicise a person, product, production or organization by choosing one of the Public Relations courses endorsed by PRISA and offered by Damelin Correspondence College.

The Public Relations Institute of Southern Africa (PRISA), established in 1957, is the professional body representing the interests of public relations and communication management practitioners throughout southern Africa. The institute represents senior practitioners and consultants as well as student members. It is dedicated to delivering dynamic, value-added services to members and to ensure continued growth and professionalisation of the industry. The Institute provides services to practitioners so that they can keep up-to-date with the latest trends in public relations.

Some benefits of registration with PRISA are:

• PRISA helps you stay in touch with your profession,
• It provides networking opportunities,
• PRISA is your best source of continuing professional development opportunities through its expanded programme of seminars and workshops (attend any 3 seminars and your member discount covers your annual registration fee),
• Your registration entitles you to large discounts on these resources,
• Professional information exchange fact sheets are published,
• Library facilities for registered practitioners only - containing magazines and some 400 titles on public relations and related topics,
• Free subscription to Communika, PRISA’s in-house publication,
• Annual national conference,
• Local activities are arranged in 9 regions for your development. They also provide networking opportunities,
• Registration makes you part of an organisation that sets national standards for the profession through its professional standards and examinations,
• Information services.
Programme Type
The Damelin Correspondence College Public Relations Certificate is a DCC Career Programme that is approved by the DCC Academic Board.*

Entrance Requirements
Grade 12 (Std. 10) or equivalent, or relevant work experience (2 years).

Course Content
- Communication
- Management I
- Economics
- Principles of Business Law
- Public Relations I
- Financial Accounting I OR Accounting and Finance

Course Duration
You should be able to complete this course within 18 months.

Exam Information
All assignments are optional, but you will need to write and pass 6 formal exams. Please note that exams are written in June and October of each year. You should complete an examination entry form and submit it to the College, together with the prescribed examination fee before the closing date for the next examination.

Award
On successful completion of this course, you will receive your Damelin Correspondence College Public Relations Certificate.

*NON-CREDIT BEARING/NOT ALIGNED TO NQF
Damelin Correspondence College
Public Relations Diploma

Programme Type
The Damelin Correspondence College Public Relations Diploma is a DCC Career Programme that is approved by the DCC Academic Board.*

Entrance Requirement
The Damelin Correspondence College Certificate in Public Relations or equivalent.

Course Content
- Concepts of Management Computing
- Marketing Management I
- Public Relations II
- Management II
- Organisational Behaviour
- Marketing Communication
- Management III
- Public Relations III

Course Duration
You should be able to complete this course within 24 months.

Exam Information
All assignments are optional, but you will need to write and pass 8 formal exams. Please note that exams are written in June and October of each year. You should complete an examination entry form and submit it to the College, together with the prescribed examination fee before the closing date for the next examination.

Award
On successful completion of this course, you will receive your Damelin Correspondence College Public Relations Diploma.

*Please Note*
Students are required to register as members with PRISA upon enrolment with Damelin Correspondence College and will be liable to pay membership fees to the institute. Membership forms may be obtained directly from the institute.

*NON-CREDIT BEARING/NOT ALIGNED TO NQF*
From the General Manager

Take your next step now!
Follow through on your decision to enhance your life and your future prospects by enrolling for a Damelin Correspondence College Marketing or Public Relations course today!

Why study with Damelin Correspondence College?
- Quality study material designed specifically for home study.
- The freedom to study at YOUR own pace, where and when it suits YOU.
- The widest range of courses for today’s world.
- Free consultations with Damelin Correspondence College’s career counselling and development specialists.
- Free study choice advice from Damelin Correspondence College’s Student Consultants.
- The convenience of online enrolment, contact and advice.
- Affordable, easy payment options.
- Ongoing study support and attention from qualified tutors.

Umalusi Accreditation
Damelin Correspondence College (Pty) Ltd has been awarded provisional accreditation by Umalusi. Umalusi is the Council for Quality Assurance in General and Further Education and Training in South Africa - see www.umalusi.org.za.
Umalusi Provisional Accreditation No: FET 00475 PA

DHET Registration
Damelin Correspondence College (Pty) Ltd has been granted provisional registration by the Department of Higher Education and Training as a private FET College, until 31 December 2014. Provisional Registration No. 2008/FE07/037 - see www.dhet.gov.za. For further information please refer to our website: www.dct.edu.za.
Damelin Correspondence College (Pty) Ltd is committed to meeting legislative requirements regarding accreditation and registration of private education and training providers in South Africa.

Wishing you every success in your studies and your future!

Ajanth Choudhree
Damelin Correspondence College General Manager
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