
KOMMUNIKASIELAB | COMMUNICATION LAB

PR like a Pro: Writing for the media

A certificate of competence short course

Are you in PR? Let's elevate your writing of promotional material, in-house publications, news stories, media releases and social media posts.

What is the focus of this course?

This course will equip you with tools and the latest techniques to write confidently and effectively on different media platforms. You will understand the importance of telling your story well, in language that is easy to understand, improve your writing style and learn more about effective writing strategies and techniques. You will acquire an overview of current ethical issues and understand the importance of accuracy and checking facts.

Who is the presenter?

Barbara Hathorn is an experienced language practitioner with a background in journalism, teaching, linguistics, editing and writing. She is a full member of the Professional Editors' Guild (PEG) in South Africa. Barbara's gentle approach is ideal for guiding an audience to cultivate proper business writing practices.



Who should attend and what are the career benefits?

If your job demands writing press or print-media releases, promotional material, publications and blogs, then this course is your answer!

To ensure optimal learning, we limit the number of participants. The live online sessions are complemented by online learning, and certain aspects of the course are assessed.

Any prerequisites?

This is not an entry-level course and a tertiary background in journalism or experience working in this field is highly recommended.

You will need a computer and reliable web browser to run our online learning platforms (MS Teams and SUNOnline) and you need access to a stable internet connection to connect to the live online sessions. You should be familiar with creating electronic documents.

When and how will this short course take place?

Our blended courses combine live online sessions, which are facilitated by the course presenter, with self-directed online learning.

This course opens before the first live online session and closes well after the last live online session. This allows enough time for you to activate your SUNOnline presence before the live sessions start.

	Course duration (opening and closing dates)	Live online sessions (10:00 to 12:00)	Enrol by
Course 1:	30 June to 25 August	7, 14, 21, 28 July, 4 and 11 August	20 June

During this course, you will spend your time as follows (this may vary for individuals):

- one online live session per week of two hours each
- about five hours per week of self-paced reading and completing tasks, quizzes, activities and assignments

What is the cost?

The course fee is R5 724, which includes course material, assessments, live online sessions with your presenter and access to the online platforms.

Please note that all course fees are payable before the course starts, and that we will present this course only if a minimum of ten paid candidates have confirmed attendance.

Click on this link https://bit.ly/2022_MEDIA_Infopage_forms if you are interested in doing this course, and fill in the form. We will then send you a link to enrol for the short course.

Further questions?

Contact Michelle Pieters at michellep@sun.ac.za or 021 808 2812 for more details.

You could also discuss your specific short-course and development needs with us. Enquire about our available short courses, course dates and options for tailor-making a course.