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## KOMMUNIKASIELAB | COMMUNICATION LAB

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### 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, newspapers and media releases.**

#### 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 social 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 online live sessions are complemented by online learning, and all aspects of the course are assessed.

#### Any prerequisites?

You will need a computer that can run our online learning platforms (MS Teams and SUNOnline) and access to a stable internet connection to connect to the online live sessions. You should also be able to create electronic documents.

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

### When and how will this short course take place?

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

This course opens before the first online live session and closes well after the last online live session. This allows enough time for you to activate your SUNOnline presence before the live sessions start, and to complete and upload all your tasks, quizzes, and assignments before the course closing date.

	<b>Course duration</b> (opening and closing dates)	<b>Online live sessions</b> (9:00 to 11:00)	<b>Enrol by</b>
Course 1:	11 June to 27 August	2, 9, 16, 23 and 30 July, and 6 August	11 June

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

- 1 online live session per week of two hours each
- ±5 hours per week of self-paced reading and completing tasks, quizzes, activities and assignments

### What is the cost?

The course fee is R4 240, which includes course material, assessments, online live sessions with your presenter and access to the online platforms.

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

To enrol, please **click** on this link: [http://bit.ly/2021\\_MEDIA\\_Infopage](http://bit.ly/2021_MEDIA_Infopage)

### Further questions?

Contact Michelle Pieters at [michellep@sun.ac.za](mailto: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.