

1. FEE STRUCTURE

	Fulltime, Evening & Weekends	Distance Learning
Tuition Fees Per Semester	Kshs.	Kshs.
Tuition Fees (6 Courses)	25,000	22,000 (Inclusive of study packs)
Administrative Charges Per Semester	Kshs.	Kshs.
Student Activity	1,500	1,500
Medical Fee	2,500	-
Library	2,000	2,000
ICT	2,000	2,000
Students Association (GUSA) Fee	500	500
Exam Fee(6 Courses)	3,000	3,000
One-Off Administrative Charges (Payable once on entry)	Kshs.	Kshs.
Facilities Maintenance Fee	2,000	2,000
Student ID Card	500	500
Registration Fee	2,000	2,000
Other Charges	Kshs.	Kshs.
Field Attachment Assessment (Semester V only)	5,000	5,000
Practicals (Semester IV and VI)	5,000	5,000

Total Fees Per Semester (Exclusive of Accommodation and Food)					
Semester I		Semester II		Semester III	
Fulltime, Evening & Weekend (Ksh.)	Distance Learning (Ksh.)	Fulltime, Evening & Weekend (Ksh.)	Distance Learning (Ksh.)	Fulltime, Evening & Weekend (Ksh.)	Distance Learning (Ksh.)
46,000	40,500	41,500	36,000	46,150	36,000

Semester IV		Semester V		Semester VI	
Fulltime, Evening & Weekend (Ksh.)	Distance Learning (Ksh.)	Fulltime, Evening & Weekend (Ksh.)	Distance Learning (Ksh.)	Fulltime, Evening & Weekend (Ksh.)	Distance Learning (Ksh.)
41,500	36,000	36,500	31,000	5,000	5,000

Note: All applicable fees should be paid within one month of the start of the registered semester failure to which a late payment surcharge of Ksh. 2,000 will automatically be debited to the student fee account.

2. ACCOMMODATION & MEALS [OPTIONAL]

- Self Contained Rooms (4 students sharing) inclusive of breakfast, Lunch & Supper = **Ksh. 30,000** per semester per student
- Self Contained Rooms (6 students sharing) inclusive of breakfast, Lunch & Supper = **Ksh. 28,000** per semester per student
- General Rooms (Washroom facilities outside the rooms) inclusive of breakfast, Lunch & Supper = **Ksh. 26,000** per semester per student



SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DIPLOMA IN PUBLIC RELATIONS



FOR MORE INFORMATION PLEASE CONTACT

The Student Recruitment & Admissions Office
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P.O Box 3-01000
Thika, Kenya.

Tel : +254 711 949006, + 254 712 959293
020 2308997/8

E-Mail: admission@gretsauniversity.ac.ke
info@gretsauniversity.ac.ke

Website: www.gretsauniversity.ac.ke

or
SMS the word **GRETSA** to 20133 free of charge
or

Visit our Main Campus Offices located at Thika Town Along
Thika Garissa Road

Join us on  **Gretsa University - Thika**

Follow us on  **@GretsaUni_Thika**

The School's Vision
To be a leading centre in the provision of quality, innovative, creative and experiential learning
The School's Mission
To equip learners with knowledge, skills and professional integrity that will enable them to be innovative and creative in facing the challenges of the dynamic world of Humanities and Social Sciences.

Please Visit our website at: www.gretsauniversity.ac.ke

Effective Date : 1 May 2022.

OVERALL GOAL OF THE PROGRAMME

To develop highly competent professionals who have acquired appropriate skills to the practice of Public Relations. The course provides theoretical knowledge and practical skills in Public Relations, Advertising, Communication, Critical Thinking, Public Speaking, Organizational Communication, Management and Research Skills.

CORE PROGRAMME LEARNING OUTCOMES

A graduate should be able to:

- Develop expertise to write, compile, edit, publish and produce quality PR and advertising information materials.
- Maintain a positive image of a company/ organization.
- Co-ordinate both internal and external communication activities of the organization.
- Maintain good Relations with the Media.
- Develop a good interpersonal and communication skills.
- Provide practical working skills in public relations and advertising Fields
- Carry out research in relevant areas of Public Relations and Advertising
- Evaluate the PR and advertising dynamic shifts and emerging issues that shapes the nature and content of messages and information produced today.

ADMISSION REQUIREMENTS

A candidate must satisfy any of the following minimum requirements:

- Be a holder of KCSE mean Grade C- (Minus) in KCSE, or
- Certificate in Public Relations from a recognized Institution.

PROGRAMME DURATION

The duration of the programme will be 6 semesters (5 For Course-work and 1 For Field Attachment)

CAREER PROSPECTS

Public Relations graduates are highly employable, applying skills and knowledge in their careers as:

- Public Relations officers
- Public Relations Consultants
- Researchers and strategic planners
- Organizing special events
- Speaking to different publics
- Spokes persons in Crisis Communication

GRADING OF COURSES

Each unit will be graded as follows:

Overall Average Mark	Grade
70% and above	A
60% to below 70%	B
50% to below 60%	C
40% to Below 50%	D
Below 40%	Fail

CLASSIFICATION OF THE DIPLOMA

The Diploma shall be classified as follows, based on the Overall Average Mark.

PROGRAMME STRUCTURE

Classification	Cumulative Average Mark
Distinction	70% and above
Credit	50% to below 70%
Pass	40% to below 50%

Semester I

Course Code	Course Title
GUCC 010	Computer Applications
GUCC 011	Effective Communication Skills
DIPR 010	History of communication
DIPR 011	Introduction to print Media
DIPR 012	Introduction to Public Relations
DIPR 013	Mass Communication

Semester II

Course Code	Course Title
DIPR 014	Critical Thinking
DIPR 015	News Writing and Reporting
DIPR 016	Public Relations Tools
DIPR 017	Theories and models of Public Relations
DIPR 018	Principles of Management
DIPR 019	Media Law & Ethics

Semester III

Course Code	Course Title
DBCC 017	Essentials of Entrepreneurship
DIPR 020	Public Relations Management
DIPR 021	Issues in Public Relations
DIPR 022	Principles of Advertising
DIPR 023	Public Speaking
DIPR 024	Public Relations Research Methods

Semester IV

Course Code	Course Title
DIPR 025	Media Relations
DIPR 026	Photography for Public Relations
DIPR 027	Organizational Communication
DIPR 028	Public Relations and Marketing
DIPR 029	Corporate communication
DIPR 030	Public Relations Research project

Semester V

DIPR 031 : FIELD ATTACHMENT

Semester VI

Course Code	Course Title
DBCC 032	International relations and Diplomacy
DIPR 033	Public Relations for Government
DIPR 034	Crisis Management and Communication
DIPR 035	Lobbying and Advocacy
DIPR 036	Public Relations Ethics and Regulations
DIPR 037	Public Relations Media Project

