

# 1. FEE STRUCTURE

	<b>Fulltime, Evening &amp; Weekends</b>	<b>Distance Learning</b>
<b>Tuition Fees Per Semester</b>	<b>Kshs.</b>	<b>Kshs.</b>
Tuition Fees (6 Courses)	25,000	22,000 (Inclusive of study packs)
<b>Administrative Charges Per Semester</b>	<b>Kshs.</b>	<b>Kshs.</b>
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
<b>One-Off Administrative Charges (Payable once on entry)</b>	<b>Kshs.</b>	<b>Kshs.</b>
Facilities Maintenance Fee	2,000	2,000
Student ID Card	500	500
Registration Fee	1,500	1,500
<b>Other Charges</b>	<b>Kshs.</b>	<b>Kshs.</b>
Field Attachment Assessment (Semester V only)	5,000	5,000



## SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

### CERTIFICATE IN PUBLIC RELATIONS

<b>Total Fees Per Semester (Exclusive of Accommodation and Food)</b>					
<b>Semester I</b>		<b>Semester II</b>		<b>Semester III</b>	
Fulltime, Evening & Weekend (Ksh.)	Distance Learning (Ksh.)	Fulltime, Evening & Weekend (Ksh.)	Distance Learning (Ksh.)	Fulltime, Evening & Weekend (Ksh.)	Distance Learning (Ksh.)
39,500	34,500	35,500	30,000	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

#### FOR MORE INFORMATION PLEASE CONTACT

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

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

E-Mail: [admission@gretsauniversity.ac.ke](mailto:admission@gretsauniversity.ac.ke)  
[info@gretsauniversity.ac.ke](mailto:info@gretsauniversity.ac.ke)

Website: [www.gretsauniversity.ac.ke](http://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](http://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 D+) in KCSE, or
- KCE Division 111

## PROGRAMME DURATION

The duration of the programme will be 3 semesters (2 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 certificate

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

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

## PROGRAMME STRUCTURE

### Semester I

Course Code	Course Title
CFIT 015	Fundamentals of Information Technology
CEPR 001	Introduction to Public Relations
CEPR 002	Introduction to Mass Communication
CEPR 003	Principles of Advertising
CEPR 004	Introduction to public speaking
CEPR 005	News Writing and Reporting

### Semester II

Course Code	Course Title
CEPR 006	Media Law & Ethics
CEPR 007	Introduction to corporate communication
CEPR 008	Fundamentals of International Relations and diplomacy
CEPR 009	Theories and models of Public Relations
CEPR 010	Principles of Management
CEPR 011	Public Relations and Media

### Semester III

## CEPR 012 : FIELD ATTACHMENT

