

# Government Communications and Marketing

CERTIFICATE OF COMPETENCE



## COURSE OVERVIEW

We offer valuable insights into the theory and practice of public sector management, focusing on communications and marketing. Strengthen your skill set by exploring practical examples and case studies that illustrate the challenges and opportunities of communication and marketing in the public sector. This course is an indispensable resource for advancing your knowledge and skills at Africa's leading School of Governance.

### What to expect from the course

You will be able to understand the importance of marketing and communications for government policy and service delivery, as well as the impact of the emergent information society and economy on government communication strategies.

Our course also provides valuable insights into the need for leadership in developing appropriate communications and marketing strategies for government. We will explore the challenges of managing information and knowledge in the information age, and examine the relevance of corporate communications, marketing, and branding in government settings.

You will also learn how to analyse marketing research survey reports using appropriate tools, producing communications that meet the needs of your target audience, including exploring the growth of the media industry.

### Admission requirements

An undergraduate qualification or equivalent with at least three years working experience in a relevant field.

### Delivery mode

- Short course dates: September 2023
- The short course will be onsite at the Wits School of Governance, Parktown Management Campus.
- Please note that travel and accommodation will be at the cost of the students' respective organisations.

### Status of certificate

- The course is accredited by Wits University in line with the requirements of the Council on Higher Education.
- Successful participants will receive a certificate which does not lead to a qualification and does not carry credits towards an academic qualification.

### Cost

R40 950.

## About Wits School of Governance

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The Wits School of Governance (WSG) is a post-graduate institution that works towards transforming the public, private and non-governmental sectors through education and building an Africa we all want to live in.

We do this by teaching our students skills that help them navigate their challenges with confidence and purpose. We believe in making education relevant to all people by hosting regular public dialogues, debates and talks. We form partnerships with different organisations, including those outside the higher education sector, to ensure that education translates into action.



We attract the best academics to teach our students and also have experienced practitioners contributing to the classroom and debates.

WSG believes firmly that evolution and innovation is critical to our success as the nature of the world changes. We provide an environment which allows students to extend their knowledge of theory and practice in areas that complement their work challenges. It is important to us that our programmes have content that is aligned to global and local challenges. We educate over 1000 students and short course participants annually.




The School is located in Parktown, Johannesburg, one of Africa's biggest cities and South Africa's economic powerhouse. The School falls under the Faculty of Commerce, Law and Management at the University of the Witwatersrand.

## Contact Details




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-  <https://www.wits.ac.za/wsg/study-at-wsg/executive-education/>
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### BUSINESS DEVELOPMENT OFFICE

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### COURSE COORDINATOR

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