



NORTH-WEST UNIVERSITY
YUNIBESITI YA BOKONE-BOPHIRIMA
NOORDWES-UNIVERSITEIT
POTCHEFSTROOMKAMPUS

SCHOOL OF COMMUNICATION STUDIES

SELECTION CRITERIA FOR THE BA WITH COMMUNICATION SUBJECTS AND B.COM COMMUNICATION MANAGEMENT

SELECTION SCHEDULE

Due to the fact that student numbers are limited for the programme BA with Communication Subjects and B.Com Communication management, an annual selection process is necessary.

The selection process for the 2010 intake starts early in September 2009. Therefore, all applications should be submitted to the admissions office by **28 August 2009**. The results of the **first selection phase** will be available by **17 September 2009**. By then the majority of positions would have been allocated. Applicants will be notified in writing.

Those applicants whose applications were not successful but of a high standard, can apply for the second selection phase. To be eligible for this process, applicants could in the interim be admitted to BA Humanity Sciences programme or other B Com programme.

The second phase takes place in early November and the results of this process will be available by **09 November 2009**. The following applicants would be eligible for this phase:

- ☉ Prospective students who did not apply in time for the first selection phase, but who submitted a complete application before the end of October.

- ⦿ Prospective students who were not selected during the first phase, but were provisionally admitted to the BA Humanity Sciences programme or B Com programme.

Please note: A certain number of places are reserved for **designated groups**. These students must comply with the minimum academic requirements and should also submit a letter and portfolio as mentioned below. Although all assignments and exams could be written in English, the **medium of instruction is Afrikaans** on the Potchefstroom Campus.

SPECIFIC REQUIREMENTS: PORTFOLIO AND LETTER

1. The University requires a minimum APS count of 24 for admittance to the BA with Communication Subjects and B.Com Communication Management. Please note that on the Potchefstroom Campus the requirements are usually higher due to the limited numbers of students admitted to the programs.

Your most recent grade 12 marks are considered for the selection. You will receive more information on the calculation of the APS count, with your application form.

2. A minimum of a NNS evaluation of a 6 for Afrikaans (or English) and a 5 in the other language are required.
3. A **portfolio and letter of motivation** containing the following:
 - ⦿ Involvement in school activities such as the school newspaper, debate, culture and/or sport is important. Briefly describe each activity. Certified copies of examples of writing, photography or webpage design should be included as well as any letters of reference/testimonials. (A teacher can certify these.)
 - ⦿ Other interests and extracurricular activities, e.g. community service or holiday/weekend jobs.
 - ⦿ Media usage habits. Describe which media you use and why (e.g. newspapers, radio, magazines, TV or internet). Also, mention some of the books you have read during the past year (excluding prescribed books).

- ⦿ Reasons why you want to study BA Communication studies/ B.Com Communication Management. (Be specific about which career path you would like to follow.)
- ⦿ Name any career experience/exposure you might already have, e.g. an interview with a local communication practitioner (journalist, public relations officer, marketing practitioner). It is compulsory that you have had such exposure.

Recommendation: Suitable psychometric tests (at your own cost) that indicate your suitability for the communication field. Include the test results in your application.

No application will be processed if the above-mentioned portfolio is not included.

Although the communication field is diverse and a variety of people and personalities function within it, the following qualities are typical of a successful communication practitioner:

- ⦿ Sound language skills and a love for the correct use of language.
- ⦿ An ability to use language creatively.
- ⦿ Attunement to the visual.
- ⦿ The ability to express yourself clearly.
- ⦿ The ability and willingness to work in a team.
- ⦿ Logical thinking and the ability to adhere to deadlines.
- ⦿ An interest in current events.

The School for Communication Studies does not undertake informal pre-screenings of portfolios.