



University of Pretoria Yearbook 2016

Communication management 220 (KOB 220)

Qualification Undergraduate

Faculty [Faculty of Economic and Management Sciences](#)

Module credits 16.00

Programmes [BAdmin Public Management](#)

[BCom Communication Management](#)

[BCom Informatics: Information Systems](#)

[BIS Information Science](#)

Service modules Faculty of Engineering, Built Environment and Information Technology

Prerequisites KOB 210 GS

Language of tuition Double Medium

Academic organisation Div Communication Management

Period of presentation Semester 2

Module content

Organisational communication management

Through the utilisation of organisational communication management theories, a study is made of group and team communication, with specific emphasis on facilitation, negotiation and innovation. Knowledge management, internal communication, culture and organisational climate are core components of the complex dynamics of the sharing of meaning within the organisation. The function of strategic communication is emphasised throughout. Ethical considerations in organisational communication management are also stressed and appropriate research techniques are presented.

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