Communication management 320 (KOB 320)

Qualification	Undergraduate
Faculty	Faculty of Economic and Management Sciences
Module credits	20.00
Programmes	BAdmin Public Management
	BCom Communication Management
	BCom Informatics: Information Systems
Service modules	Faculty of Engineering, Built Environment and Information Technology
Prerequisites	KOB 210 or KOB 220 with a GS in the other, KOB 310 GS
Contact time	3 lectures per week
Language of tuition	Double Medium
Academic organisation	Div Communication Management
Period of presentation	Semester 2

Module content

Strategic relationship management
The strategic management of internal and external relationships is essential for the organisation's "licence to operate". Stakeholder theories provide a framework for managing relationships with stakeholders such as employees, investors, media and the government. The growing significance and potential impact of activism on organisational performance, justifies the management of such pressure groups through communication. Deontological and teleological ethical approaches are investigated in the strategic management of relationships. The complexity of ethical decision making in the modern business environment, as well as anti-ethics and African ethics amongst others, are also studied. Perception, social and stakeholder audits are examples of idiosyncratic research designs undertaken in strategic reputation management.