BComHons Communication Management (07240281)

Duration of study	1 year
Total credits	120
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Admission requirements

Relevant BCom degree with at least 60% for Communication Management on 3rd year level.

Additional requirements

1. **Registration for a second field of study**

With reference to General Regulation G.6, a student who has already completed a bachelor of honours degree at this or another university, may, with the permission of the Dean, register for another degree, subject to the regulations applicable to the field of study in question and to any other stipulations the Dean may prescribe on the condition that there shall be no overlap in the course content of the first degree and the second degree. Such a concession may be withdrawn by the Dean/Deans if the student does not perform satisfactorily.

2. **Acknowledgement of modules**

a. Subject to the stipulations of G.22.1, G.23.2 and the Joint Statute, a Dean may acknowledge modules passed at another tertiary institution or at this University in a department other than that in which the honours study is undertaken for the honours degree – provided that at least half of the required modules for the degree in question are attended and passed at this university.
b. If there is overlap in the course content of the degree for which the student wishes to enrol or is enrolled and a degree already conferred, the Dean may not acknowledge any modules that form part of the degree already conferred.

Other programme-specific information

- SKO 780 is for students in relevant programmes.
- KOB 795, 790, 780 and OWK 780 are only for BComHons (Communication) students.

Examinations and pass requirements

In calculating marks, General Regulation G12.2 applies.

Subject to the provisions of General Regulation G.26, a head of a department determines, in consultation with the Dean

- when the honours examinations in his/her department will take place, provided that:

i. honours examinations which do not take place before the end of the academic year, must take place no later than 18 January of the following year, and all examination results must be submitted to the Student Administration by 25 January; and

ii. honours examinations which do not take place before the end of the first semester, may take place no later than 15 July, and all examination results must be submitted to the Student Administration on or before 18 July.

- whether a candidate will be admitted to a supplementary examination, provided that a supplementary examination is granted, only once in a maximum of two prescribed semester modules or once in one year module;
- supplementary examinations (if granted) cover the same subject matter as was the case for the examinations;
- NB: For the purpose of this provision, the phrase "not sit for an examination more than twice in the same subject" as it appears in General Regulation G.18.2, implies that a candidate may not be admitted to an examination in a module, including a supplementary examination, more than three times.
- the manner in which research reports are prepared and examined in his department.

NB: Full details are published in each department's postgraduate information brochure, which is available from the head of department concerned. The minimum pass mark for a research report is 50%. The provisions regarding pass requirements for dissertations contained in General Regulation G.12.2 apply mutatis mutandis to research reports.

Subject to the provisions of General Regulation G.12.2.1.3, the subminimum required in subdivisions of modules is published in the study guides, which is available from the head of department concerned.

Curriculum: Final year

Minimum credits: 120

Core modules

Research report: Communication management 795 (KOB 795)

Module credits	30.00
Prerequisites	KOB 790
Language of tuition	Both Afr and Eng
Academic organisation	Div Communication Management
Period of presentation	Year

Corporate communication 780 (KPK 780)

Module credits	25.00
Prerequisites	Only for BComHons: Communication students
Contact time	1 lecture per week
Language of tuition	Both Afr and Eng
Academic organisation	Div Communication Management
Period of presentation	Semester 1

Module content

This module is positioned as an entry-level postgraduate module and not as an advanced level or practical application of undergraduate theory. The module content is more abstract than many other subjects, since KPK 780 provides the foundation for Strategic communication management (SKO 780), Development communication (OWK 780) and International communication (INK 780). This module provides a sound theoretical/philosophical foundation for understanding current and emerging trends in the theory and practice of corporate communication management. Specific emphasis is placed on the difference between modern and postmodern approaches to this field of study, contrasts between European, American, Asian and African theory and practice, and the influence of seminal research projects like the "EBOK" and "Excellence" studies on practice. The role of professional and subject-related associations within this globalised field of study is also explored. The purpose of this module is to empower students to critically evaluate current and emerging theories/views through regular class debates and other forms of critical thinking. This module also provides a broad theoretical foundation in preparation for future master's degree studies. This includes emphasising the nature of theory and the components of a meta-theoretical framework for a specific research question.

Development communication 780 (OWK 780)

Module credits	20.00
Prerequisites	Only for BComHons: Communication students
Contact time	1 lecture per week
Language of tuition	English

Academic organisation	Div Communication Management
Period of presentation	Semester 2

Module content

In terms of the primary learning outcomes of the module the student will be able to:
- disseminate information from relevant theories, models and paradigms of CSR and Development Communication;
- apply scientific reasoning to critically evaluate existing corporate social responsibility and development communication case studies and lessons learnt from them;
- understand the importance of the strategic management of corporate social responsibility;
- work effectively with others as a member of a group;
- work effectively as an individual during self-study;
- stimulate cross-functional communication and management abilities;
- demonstrate and understand that the world is a set of related systems and that problem-solving does not exist in isolation;
- understand the importance of sustainable development for companies; and
- evaluate an actual South African case study around a particular social responsibility/development project.

Strategic communication management 780 (SKO 780)

Module credits	25.00
Contact time	1 other contact session per week, 1 lecture per week
Language of tuition	English
Academic organisation	Div Communication Management
Period of presentation	Semester 1

Module content

*Only for BComHons Communication Management students

The objective of this module is to provide a conceptualisation of the role of corporate communication in the strategic decision-making process. It also addresses the overlapping and complementary areas of communication management with other fields of study in the management sciences.

Some of the topics that you will be introduced to are:

* The corporate communication manager's contribution to strategic management
* The role of communication management in the identification and management of strategic issues in the internal, task and macro environment of the organisation
* The positioning and introduction of a corporate communication strategy
* How the strategic management of communication can assist in achieving corporate goals such as innovation (by creating a culture of creativity), productivity, rationalisation, a new corporate culture, and global competitiveness
* The crucial role of communication management in identifying and managing strategic stakeholders and problematic publics
* The responsibility of corporate communication in identifying and changing asymmetrical worldviews in the organisation
* Important research in the field
* The experience of and relationships with top management.

Module evaluation is continuous and includes individual class tests, group presentations, projects and participation in class discussions.

Research methodology 790 (KOB 790)

Module credits	20.00
Prerequisites	Only for BcomHons Communication Management students
Language of tuition	English
Academic organisation	Div Communication Management
Period of presentation	Semester 1

Module content

The focus in this module will be on the fundamental processes, principles and techniques necessary to design, conduct, interpret and implement relevant quantitative and qualitative research in the broader field of communication management and public relations.

The information published here is subject to change and may be amended after the publication of this information. The General Regulations (G Regulations) apply to all faculties of the University of Pretoria. It is expected of students to familiarise themselves well with these regulations as well as with the information contained in the General Rules section. Ignorance concerning these regulations and rules will not be accepted as an excuse for any transgression.