

# University of Pretoria Yearbook 2017

## Development communication 780 (OWK 780)

<b>Qualification</b>	Postgraduate
<b>Faculty</b>	<a href="#">Faculty of Economic and Management Sciences</a>
<b>Module credits</b>	20.00
<b>Programmes</b>	<a href="#">BComHons Communication Management</a>
<b>Prerequisites</b>	Only for BComHons: Communication students
<b>Contact time</b>	1 lecture per week
<b>Language of tuition</b>	Module is presented in English
<b>Academic organisation</b>	Div Communication Management
<b>Period of presentation</b>	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.

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