University of Pretoria Yearbook 2018

PGDip Communication Management (07220038)

Minimum duration of study	1 year
Total credits	120

Admission requirements

- A relevant B degree or equivalent qualification.
- The Coordinator of the Division may set additional requirements for admission.

Program outline

The content of each module will consist of formal lectures, assignments and an examination. The examination for all modules will contribute 50% towards the final mark of a module. Students must pass all the modules. The corporate communication report module will consist of a minimum of two (2) reports.

A student will not be allowed to register more than twice for the same module.
There are no supplementary examinations for any of the modules.

Examinations and pass requirements

i. All the required reports must be submitted for the report module. A student will need an averageof 50% for each report to pass the module.
ii. An average of 50% is required in each of the examinations.
iii. A maximum of two (2) years will be allowed for the completion of the diploma.
iv. In order to obtain the diploma with distinction an average of 75% must be obtained in each ofthe modules individually.

Curriculum: Final year

Minimum credits: 120

Core modules

Local, regional and international issues in communication management 780 (IKO 780)

Module credits	40.00
Contact time	1 lecture per week
Language of tuition	Module is presented in English
Department	Divsion of Communication Management
Period of presentation	Semester 1 and Semester 2

Module content

- Communication management in South Africa
- Communication management in a developmental state
- Communication management in SADC, Africa and BRICS
- International communication

The corporate communication report 700 (KOB 700)

Module credits	40.00
Language of tuition	Module is presented in English
Department	Divsion of Communication Management
Period of presentation	Semester 1 and Semester 2

Module content

- Identification, description and investigation of an actual corporate issue
- A complete communication report to address the corporate issue

Corporate communication 781 (KPK 781)

Module credits	40.00
Contact time	1 lecture per week
Language of tuition	Module is presented in English
Department	Divsion of Communication Management
Period of presentation	Semester 1 and Semester 2

Module content

- Corporate communication theory and research
- Corporate communication in the public and private sectors
- Corporate communication versus public relations
- Corporate communication cases

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.