

Universiteit van Pretoria Jaarboek 2018

PGDip Kommunikasiebestuur (07220038)

Minimum duur van studie 1 jaar

Totale krediete 120

Programinligting

Hierdie inligting is slegs in Engels beskikbaar.

Toelatingsvereistes

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

Programoorsig

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.

Eksamens en slaagvereistes

- i. All the required reports must be submitted for the report module. A student will need an average of 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 of the modules individually.



Kurrikulum: Finale jaar

Minimum krediete: 120

Kernmodules

Plaaslike, streeks- en internasionale vraagstukke in kommunikasiebestuur 780 (IKO 780)

Modulekrediete 40.00

Kontaktyd 1 lesing per week

Onderrigtaal Module word in Engels aangebied

Departement Afdeling Kommunikasiebestuur

Aanbiedingstydperk Semester 1 en Semester 2

Module-inhoud

*Hierdie inligting is slegs in Engels beskikbaar.

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

Die korporatiewe kommunikasieverslag 700 (KOB 700)

Modulekrediete 40.00

Onderrigtaal Module word in Engels aangebied

Departement Afdeling Kommunikasiebestuur

Aanbiedingstydperk Semester 1 en Semester 2

Module-inhoud

*Hierdie inligting is slegs in Engels beskikbaar.

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

Korporatiewe kommunikasie 781 (KPK 781)

Modulekrediete 40.00

Kontaktyd 1 lesing per week

Onderrigtaal Module word in Engels aangebied

Departement Afdeling Kommunikasiebestuur

Aanbiedingstydperk Semester 1 en Semester 2



Module-inhoud

*Hierdie inligting is slegs in Engels beskikbaar.

- Corporate communication theory and research
 - Corporate communication in the public and private sectors
 - Corporate communication versus public relations
 - Corporate communication cases
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Die inligting wat hier verskyn, is onderhewig aan verandering en kan na die publikasie van hierdie inligting gewysig word.. Die [Algemene Regulasies \(G Regulasies\)](#) is op alle fakulteite van die Universiteit van Pretoria van toepassing. Dit word vereis dat elke student volkome vertrouwd met hierdie regulasies sowel as met die inligting vervat in die [Algemene Reëls](#) sal wees. Onkunde betreffende hierdie regulasies en reëls sal nie as 'n verskoning by oortreding daarvan aangebied kan word nie.