

University of Pretoria Yearbook 2021

PGDip Communication Management (07220038)

Department Business Management

Minimum duration of study 1 year

Total credits 120

NQF level 08

Admission requirements

1. Relevant bachelor's degree
2. Weighted average of at least 65% at final-year level

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.

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 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.

Curriculum: Final year

Minimum credits: 120

Core modules

Trends and cases in communication management 701 (CMG 701)

| | |
|-------------------------------|--------------------------------|
| Module credits | 25.00 |
| NQF Level | 08 |
| Prerequisites | No prerequisites. |
| Contact time | 3 days - 8 hours per day |
| Language of tuition | Module is presented in English |
| Department | Business Management |
| Period of presentation | Semester 1 or Semester 2 |

Module content

- Analyse specific trends and recent cases in the South African Communication Management profession.
- Assess risks and opportunities to organisations represented by communication trends.
- Illustrate the ability to report about these trends and cases.
- Illustrate the ability to incorporate observed trends in communication planning and strategies.

International Communication management 780 (IKO 780)

| | |
|-------------------------------|--------------------------------|
| Module credits | 25.00 |
| NQF Level | 08 |
| Prerequisites | No prerequisites. |
| Contact time | 3 days - 8 hours per day |
| Language of tuition | Module is presented in English |
| Department | Business 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 |
| NQF Level | 08 |
| Language of tuition | Module is presented in English |



| | |
|-------------------------------|---------------------------|
| Department | Business 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 | 30.00 |
| NQF Level | 08 |
| Prerequisites | No prerequisites. |
| Contact time | 3 days - 8 hours per day |
| Language of tuition | Module is presented in English |
| Department | Business 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.