



University of Pretoria Yearbook 2022

Development communication 780 (OWK 780)

Qualification	Postgraduate
Faculty	Faculty of Economic and Management Sciences
Module credits	20.00
NQF Level	08
Programmes	BComHons <i>Communication Management</i> PGDip (Tourism Management)
Prerequisites	Only for BComHons: Communication students
Contact time	1 lecture per week
Language of tuition	Module is presented in English
Department	Business Management
Period of presentation	Semester 2

Module content

The purpose of this module is to introduce students to the field of development communication

Study themes:

- The building blocks of a development communication;
- The nature and different approaches to corporate social responsibility;
- Different role players in the development arena.

Contemporary issues like the UN's sustainability development goals (SDG's);

The purpose of this module is to investigate global, regional and local issues in development communication and emphasises corporate social responsibility (CSR) as an avenue to address these issues. The roles of the private and public sectors, as well as non-governmental organisations in society will be evaluated. Different stages and models of CSR will be discussed to see how corporations can strategically plan their CSR programmes to contribute to the achievement of development and business goals.

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