



University of Pretoria Yearbook 2022

MPhil (Strategic Communication Management) (Coursework) (07255244)

Department Business Management

Minimum duration of study 1 year

Total credits 180

NQF level 09

Programme information

There will not be an intake of new students for each degree every year. It remains the students' responsibility to establish that the degree they wish to apply for, will indeed be offered.

Admission requirements

1. Relevant honours degree **or** relevant postgraduate diploma
2. A cumulative weighted average of at least 60% for the honours degree or postgraduate diploma

Additional requirements

Additional specialisation in Communication Management and/or Business Management and/or Marketing Management will be advantageous.

Other programme-specific information

There are no electives and all modules must be passed.

Examinations and pass requirements

The pass mark for both a dissertation and a mini-dissertation is 50%. The provisions regarding pass requirements for dissertations, contained in General Regulation G.12.2, apply mutatis mutandis to mini-dissertations. A pass mark of at least 50% is required in the examination of each module.

Research information

The weight of the research article for publication contributes 50% towards the total requirements for the degree.

Dissertations/mini-dissertations, curricula and modules

Refer to General Academic Regulations G37, G38 and G39.



The degree programme requires that a dissertation be submitted in a field of study selected from the fields covered in the honours degree.

Information on modules, credits and syllabi is available, on request, from the relevant head of department/Postgraduate Committee.

A module in Research Methodology is compulsory in all programmes. The Dean may, on the recommendation of the relevant head of department/Postgraduate Committee, waive the prerequisites.

Article for publication

Refer to General Academic Regulation G39.13.



Curriculum: Final year

Minimum credits: 180

Core modules

Communication management theory 810 (KOB 810)

Module credits	25.00
NQF Level	09
Prerequisites	No prerequisites.
Contact time	Block: 5 per semester, 2 days per week
Language of tuition	Module is presented in English
Department	Business Management
Period of presentation	Semester 1 or Semester 2

Strategic communication management 811 (KOB 811)

Module credits	25.00
NQF Level	09
Prerequisites	No prerequisites.
Contact time	Block: 5 per semester, 2 days per week
Language of tuition	Module is presented in English
Department	Business Management
Period of presentation	Semester 1 or Semester 2

Research methodology 804 (NME 804)

Module credits	20.00
NQF Level	09
Prerequisites	No prerequisites.
Contact time	1 lecture per week
Language of tuition	Module is presented in English
Department	Business Management
Period of presentation	Semester 1

Module content

Strong emphasis on market research, quantification of the market but also a basis for academic publications and a doctorate.

Strategic management 811 (OBS 811)

Module credits	20.00
-----------------------	-------



NQF Level	09
Prerequisites	OBS 320 or equivalent
Contact time	2 days of interactive simulation, 3 days of lectures
Language of tuition	Module is presented in English
Department	Business Management
Period of presentation	Semester 1 or Semester 2

Module content

Key principles and concepts of strategy and strategic management; competitive strategy; emergent and deliberate strategy; formulation of strategy; analysis of the external and internal environment; stakeholder analysis; competitive advantage; shareholder value; strategy and performance; hyper-competition; corporate and business level strategy. An advanced strategic management simulation that is online and interactive to apply strategy principles, and to foster team collaboration.

Mini-dissertation: Research article 898 (OBS 898)

Module credits	90.00
NQF Level	09
Prerequisites	NME 804.
Language of tuition	Module is presented in English
Department	Business Management
Period of presentation	Year

Module content

This module equips the student to conduct independent research by executing a research project on a relevant topic, of which the findings are reported in an academic article.

The regulations and rules for the degrees published here are subject to change and may be amended after the publication of this information.

The [General Academic Regulations \(G Regulations\)](#) and [General Student Rules](#) apply to all faculties and registered students of the University, as well as all prospective students who have accepted an offer of a place at the University of Pretoria. On registering for a programme, the student bears the responsibility of ensuring that they familiarise themselves with the General Academic Regulations applicable to their registration, as well as the relevant faculty-specific and programme-specific regulations and information as stipulated in the relevant yearbook. Ignorance concerning these regulations will not be accepted as an excuse for any transgression, or basis for an exception to any of the aforementioned regulations.