



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 \(KOB 810\)](#) - Credits: 25.00

[Strategic communication management 811 \(KOB 811\)](#) - Credits: 25.00

[Research methodology 804 \(NME 804\)](#) - Credits: 20.00

[Strategic management 811 \(OBS 811\)](#) - Credits: 20.00

[Mini-dissertation: Research article 898 \(OBS 898\)](#) - Credits: 90.00

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.