

# University of Pretoria Yearbook 2023

## PGDip (Economics and Management Science) *Communication Management* (07220141)

**Department** Business Management

**Minimum duration of study** 1 year

**Total credits** 120

**NQF level** 08

### Programme information

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.

### Admission requirements

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

### Examinations and pass requirements

1. 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.
2. An average of 50% is required in each of the examinations.
3. A maximum of two (2) years will be allowed for the completion of the diploma.
4. In order to obtain the diploma with distinction an average of 75% must be obtained in each of the modules individually.

### General information

#### ***University of Pretoria Programme Qualification Mix (PQM) verification project***

*The higher education sector has undergone an extensive alignment to the Higher Education Qualification Sub-Framework (HEQF) across all institutions in South Africa. In order to comply with the HEQSF, all institutions are legally required to participate in a national initiative led by regulatory bodies such as the Department of Higher Education and Training (DHET), the Council on Higher Education (CHE), and the South African Qualifications Authority (SAQA). The University of Pretoria is presently engaged in an ongoing effort to align its qualifications*

*and programmes with the HEQSF criteria. Current and prospective students should take note that changes to UP qualification and programme names, may occur as a result of the HEQSF initiative. Students are advised to contact their faculties if they have any questions.*

## Curriculum: Final year

Minimum credits: 120

### Core modules

#### Trends and cases in communication management 701 (CMG 701)

<b>Module credits</b>	25.00
<b>NQF Level</b>	08
<b>Prerequisites</b>	No prerequisites.
<b>Contact time</b>	3 days - 8 hours per day
<b>Language of tuition</b>	Module is presented in English
<b>Department</b>	Business Management
<b>Period of presentation</b>	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)

<b>Module credits</b>	25.00
<b>NQF Level</b>	08
<b>Prerequisites</b>	No prerequisites.
<b>Contact time</b>	3 days - 8 hours per day
<b>Language of tuition</b>	Module is presented in English
<b>Department</b>	Business Management
<b>Period of presentation</b>	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)

<b>Module credits</b>	40.00
<b>NQF Level</b>	08
<b>Language of tuition</b>	Module is presented in English

<b>Department</b>	Business Management
<b>Period of presentation</b>	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)

<b>Module credits</b>	30.00
<b>NQF Level</b>	08
<b>Prerequisites</b>	No prerequisites.
<b>Contact time</b>	3 days - 8 hours per day
<b>Language of tuition</b>	Module is presented in English

<b>Department</b>	Business Management
<b>Period of presentation</b>	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

### Regulations and rules

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.

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