



UNIVERSITEIT VAN PRETORIA  
UNIVERSITY OF PRETORIA  
YUNIBESITHI YA PRETORIA

## Faculty of Economic and Management Sciences

Fakulteit Ekonomiese en Bestuurswetenskappe  
Lefapha la Disaense tša Ekonomi le Taolo

### Department of Business Management

# MPhil Strategic Communication Management

Programme code: 07255244



### What's the degree about?

Communication is pivotal within organisations, be it at tactical, managerial or strategic level, a corporate, public or non-governmental organisation. Amongst other roles, communication specialists are critical in helping organisations articulate their strategic goals, building and maintaining relationships with different stakeholders and protecting corporate reputations.

### Why study MPhil Strategic Communication Management?

The Master of Philosophy MPhil Strategic Communication Management degree programme aims to introduce students to this dynamic area of specialisation and help them develop key skills for career opportunities in a wide range of contexts.

As is the case for most areas in management, this field also offers continuous professional development (CDP) courses through the relevant local and international professional bodies.



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[www.up.ac.za/business-management](http://www.up.ac.za/business-management)

## Who should apply?

Applications are open to applicants from both the University of Pretoria and other tertiary institutions. The Master of Philosophy MPhil Strategic Communication Management degree programme is designed for professionals who want to attain an advanced degree while continuing to work for their respective organisations.

**Although many individuals in the programme have academic credentials in Communication Management the programme is also appropriate if your education and/or experience may be in other disciplines such as Business Management, and/or Marketing Management.**



## Career opportunities

Completing this qualification will give practitioners the combined business and communication knowledge and skills to advance through levels of management and strategy to the highest levels of corporate management. The awareness of important concepts such as reputation management, stakeholder relationship management and strategic corporate communication and its influence on corporate governance will open career opportunities to practitioners in the corporate and consulting environment.

## Application and entry requirements

The Department of Business Management admits approximately 20 students into the MPhil Communication Management programme per year. Selection will be based on the final marks for major subjects students achieved in their final year of study, as stipulated in the minimum requirements.

The minimum entry requirements are an appropriate honours degree (NQF level 8) with at least 60% average and sufficient exposure to Communication Management and/or Business Management and/or Marketing Management to the satisfaction of the Head of Department.

- A relevant BCom degree.
- A BTech degree is not recognised as an equivalent to an honours degree.
- Selection is not guaranteed as the department receives many applications annually and can only admit a limited number of students in each programme based on academic credentials.
- An academic writing proficiency test will be conducted.
- There are no electives and all modules must be passed.

**A complete, certified academic record must accompany ALL applications. Applicants from other Universities must provide the University with sufficient proof to determine whether they have complied with the minimum admission requirements.**

The Department will use e-mail to correspond with applicants. Please note that we will use the official UP e-mail address to correspond with prospective students. Applicants who have not heard from the Department by December 2020 will have to contact the Department of Business Management to determine the outcome of their application.



## Important dates

31 August 2020	Closing date for international applicants
30 September 2020	Closing date for South African applications
20 November 2020	Shortlisted applicants notified
25 – 27 November 2020	Selection interviews
11 December 2020	Accepted applicants notified

## How should I apply?

- Applications are done online at [www.up.ac.za/apply](http://www.up.ac.za/apply)
- All postgraduate students with international qualifications need to submit an evaluation from the South African Qualifications Authority (SAQA). More information on this evaluation can be obtained from [www.saqa.org.za](http://www.saqa.org.za)
- International students may contact the International Cooperation Division for more information at [www.up.ac.za/international-cooperation-division](http://www.up.ac.za/international-cooperation-division)



If you experience any difficulty in the application process, you are welcome to contact the Student Service Centre via email [ssc@up.ac.za](mailto:ssc@up.ac.za) or telephonically +27 012 420 3111.

## Structure of the programme

The programme consists of coursework and a research article. The coursework part of the degree programme is offered during the first and second semester of the first year of study and the research article during the second semester.

The coursework is presented by means of five contact sessions per module during the first and second semester. Contact block weeks to be announced once accepted in the programme. Attendance of the contact sessions is compulsory.

All lectures, tests and examination sessions will be conducted at the University of Pretoria's main campus in Hatfield. Students have a maximum of two years to complete the MPhil degree but it is advisable to complete the programme in one year.

### **NME 804 Research Methodology**

Module code: NME 804

Module name: Research Methodology 804

#### **Module content:**

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

Credits: 20

Semester: Semester 1 (weekly contact sessions)



### **OBS 898 Mini Dissertation**

Module code: OBS 898

Module name: Mini Dissertation: Research Article 898

#### **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.

Credits: 90

Semester: Semester 1

### **KOB 810 Communication Management Theory**

Module code: KOB 810

Module name: Communication Management Theory

#### **Module content:**

The ultimate objective of KOB 810 (Communication theory) is to bring “theory to practice” and “practice to theory”. Your investigations will be to bring these “theories to practice” by critically reading and studying, applying to actual local, regional and international events or issues, and evaluating the practical value that these theories hold for communication management as field of study and profession. The specific outcome of this course will be to integrate the literature review and theory into your selected research topic and your subsequent article.

Credits: 25

Semester: Semester 1

### **KOB 811 Strategic Communication Management**

Module code: KOB 811

Module name: Strategic Communication Management

#### **Module content:**

The overall aim of the subject Strategic Communication Management is to investigate the process of communication management. Apart from considering strategic management concepts and constructs in the conceptualisation of the phenomenon of strategic communication management, corporate governance and sustainability approaches have also been included in emerging integrative strategic communication management theories.

The characteristics of excellent and effective organisations and the role that communication plays in this. The definitions of the academic field of communication management will be explored and will examine the development of the topic in its broadest sense. Seminal national and international research studies that form part of the body of knowledge of the discipline of Communication Management, will be revisited. It is also the student's responsibility to find important research and to share it with the class. Students are encouraged to visit the library and electronic platforms to obtain information for their research. To gain maximum benefit from the course, the link between theory and practice should be considered and reflected on throughout the course. Although the course will have a strong theoretical foundation, pragmatic applications will form an integral part of assignments. We will examine contemporary theoretical approaches; explore emerging roles in the function; and study the prerequisites for communicative excellence.

Credits: 25

Semester: Semester 2

## OBS 811 Strategic Management

Module code: OBS 811

Module name: Strategic Management

### Module content:

Key principles and concepts of strategy; 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 competitive strategy principles, and to foster team collaboration.

Credits: 20

Semester: Semester 1

## Examination and pass requirements

- A semester mark of 40% is required to be admitted to the examination. The semester mark will be compiled from assignments, group projects and written tests.
- Examinations will take the form of written evaluations during May/June each year.
- A three hour examination paper is written in each of the course work modules.
- A final mark of 50% is required to pass a module.
- It is important to note that there are no re-examination opportunities at 800-level.



## Academic writing

Postgraduate studies emphasise analytical skills by means of assignments, reports and case studies. The main consideration is the student's ability to independently gather, process and effectively communicate information.

Each student must take cognisance of the contents of: "Referencing in Academic Documents, Official guidelines of the Department of Business Management". All assignments, reports and case studies, which students submit for evaluation, must comply with these guidelines.

## Fees and funding

Full particulars concerning university fees and applicable regulations are contained in the Student Fees Guide of the University of Pretoria.

It is the responsibility of students to acquaint themselves with the relevant regulations. Information concerning university fees and the applicable regulations can be obtained from [www.up.ac.za/fees-and-funding](http://www.up.ac.za/fees-and-funding).

Alternatively please contact the Student Service Centre +27 12 420 3111 or [ssc@up.ac.za](mailto:ssc@up.ac.za) for any finance related queries.

## Application process

Online applications can be done at [www.up.ac.za/apply](http://www.up.ac.za/apply) and the application fee can be paid with a credit card. Alternatively, the form can be downloaded at [www.up.ac.za/downloadpdfform](http://www.up.ac.za/downloadpdfform) and submitted to the Student Service Centre (SSC).

All postgraduate students with international qualifications need to submit an evaluation from the South African Qualifications Authority (SAQA). More information on this evaluation can be obtained from [www.saqa.org.za](http://www.saqa.org.za)

Students with international qualifications who want to apply for Masters' degree courses at the Faculty of Economic and Management Sciences also have to write the international TOEFL ([www.toefl.org](http://www.toefl.org)) or IELTS ([www.ielts.org](http://www.ielts.org)) test as proof of English language proficiency.

Applications will not be considered for selection if the English language proficiency test result (if required) as well as the SAQA evaluation is not available at the time of application.

**No application will be considered for admission if any of the required documents are outstanding.**

International students may contact the International Cooperation Division for more information at [www.up.ac.za/international-cooperation-division](http://www.up.ac.za/international-cooperation-division)

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## Selection

- Selection is not guaranteed as the department receives many applications annually and can only admit a limited number of students in each programme. Selection takes place annually in November of the preceding academic year.
  - In view of this process it is premature to engage with staff of the department prior to selection and confirmation of acceptance.
  - Acceptance letters are sent out by faculty administration early in December of the preceding academic year and will set out the conditions of acceptance.
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## Closing dates

The closing date for applications for admission is 30 September preceding the year of first registration. The closing date for applications for students with international qualifications is 31 August preceding the year of first registration.

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## Enquiries

For administrative queries kindly contact:

**Postgraduate coordinator: Ms Samantha Rabie**  
**Department of Business Management**  
Economic and Management Sciences Building

Tel: +27 12 420 3816  
Email: [samantha.rabie@up.ac.za](mailto:samantha.rabie@up.ac.za)

**Programme Lead: Dr Olebogeng Selebi**  
**Department of Business Management**

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EMS Faculty Student Advisors:

**South African students: Ms Zethu Mjwara**  
**Faculty Administration**  
Faculty of Economic and Management Sciences

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**>> Please see the Frequently Asked Questions (FAQs) on the next page.**



## Frequently asked questions about the department's MPhil degrees

### 1 What is the duration of an MPhil degree?

Most students complete the department's MPhil degrees in one (1) academic year, but you are allowed to spread your studies over two (2) years if necessary. However, the registration and tuition fees are payable per year of study (not per course). It is therefore financially advantageous to complete an MPhil degree in one academic year. You will have to obtain special permission from the Head of Department and the Deputy Dean: Research and Postgraduate Studies to interrupt or to extend your studies beyond two academic years.

### 2 What are the costs involved?

The registration and tuition fees are adjusted annually and are usually published on the University's web site during December ([www.up.ac.za/student-fees/article/2735935/postgraduate-tuition-fees-per-faculty](http://www.up.ac.za/student-fees/article/2735935/postgraduate-tuition-fees-per-faculty)).

#### The fees for 2020 were as follows:

- Registration fee: R7 500 per annum (payable during January before online registration)
- Total course fees: R47 995 per annum (includes the registration fee)

You can use the amounts listed above +10% for budgeting and planning purposes while awaiting information on the exact registration and course fees payable in 2021.

Additional information about the registration and tuition fees may be obtained on the University's web page ([www.up.ac.za/student-fees](http://www.up.ac.za/student-fees)) or from the Student Service Centre (tel. 012 420 3111, e-mail: [ssc@up.ac.za](mailto:ssc@up.ac.za)).

### 3 How much time should I have available for my MPhil studies?

Postgraduate studies require a lot of time and effort. You should have at least 20 to 25 hours available per week to focus on your MPhil studies. During peak times, you may even have to invest more time to prepare for tests, examinations and major written assignments.

### 4 Which factors should I consider to ensure my success as an MPhil student?

To be successful as an MPhil student, you will *inter alia* have to be internally motivated to succeed, invest the required time and effort in your studies, and deliberately seek stability in your life. Experience shows that it is not wise to undertake major life changes along with your

MPhil studies. Such major life changes could include getting married, starting a family, changing jobs or starting a new career, relocating to another town or city, or accepting a foreign work assignment.

On a practical level, you will also require access to a PC or laptop and to a stable high-speed Internet connection after hours and over weekends.

### 5 Is attendance of the contact sessions compulsory?

Yes, attendance of all the contact sessions is compulsory.

### 6 By when should I be formally registered as an MPhil student for 2021?

You will be informed during December 2020 whether your application for admission as an MPhil student in 2021 was successful or not. If successful, you should formally register as an MPhil student during January 2021 and preferably complete your online registration before 31 January 2021.

You have to be formally registered in order to access study material on clickUP, the University's online learning management platform, as well as the UP Library's e-journals collection. These resources are crucial for your studies.

**Late registrations and degree changes will not be allowed after 15 February 2021.**

### 7 What does the MPhil research project entail?

The MPhil research project contributes 110 of the 180 credits in each of the department's MPhil degrees. For this project, you will be required to individually plan and conduct an empirical research study under the guidance of a study leader in the department. Your study can be either qualitative or quantitative and must be aligned with your study leader's research interests and methodological expertise. Your study leader will guide you to identify an acceptable and feasible research topic for your study. You will be required to interview  $\pm 12$  participants (in the case of a qualitative study) or survey  $\pm 150 - 200$  respondents (in the case of quantitative studies).



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