



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

# Postgraduate Diploma in Communication Management

Programme code: 07220038



### Why study Post Graduate Diploma (Communication Management)?

Communication as a management function is well established in South African corporates, and the need for practitioners to expand their skill set to include strategic management skills to supplement their already excellent communication and public relations skills, is increasing daily. In order to function as communication managers and strategists, practitioners must build their knowledge through continued professional development (CPD) programmes and by improving their academic qualifications.

The Postgraduate Diploma in Communication Management (PGD (CM)) programme was devised to assist candidates who completed BA degrees at undergraduate level to access the post graduate Communication Management programmes offered by the Division of Communication Management at UP. Successful completion of the PGD (CM) could offer access into the MPhil (Communication Management) programme, if the student complied with all other admission requirements for this programme.



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



## Application and entry requirements

**The Department of Business Management can admit a maximum of 35 students into the PGD (CM) per year. Selection will be based on the admission requirements indicated below.**

Applications are open to applicants from both the University of Pretoria and other tertiary institutions. If you are interested in applying for this PGD programme, you can do so by completing the online application form available on the web at [www.up.ac.za](http://www.up.ac.za). If you experience difficulty in completing the form, you are welcome to contact the Client Services Centre at +27 12 420 3111 or [ssc@up.ac.za](mailto:ssc@up.ac.za).

## Applicants have to comply with the following minimum admission requirements:

**A BA degree in Public Relations; Communication Sciences or a related field of study.  
A combined mark for third year level modules of at least 60%.**

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.

## General information for applications

**The 40 selected applicants need to register for the programme online before 17 January 2021.**

Note that all class discussions, assignments, tests, examination papers and textbooks in the programme are in English. Consequently, applicants need to have a very good understanding of written and spoken English to cope with the work.

**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 current UP students. Applicants who have not heard from the Department by 6 December 2021 will have to contact the Department of Business Management to determine the outcome of their application.**

Note: Please take note of the postgraduate registration procedures required by Faculty Administration of the Faculty of Economic and Management Sciences at the University of Pretoria.



## Closing dates for applications

31 August 2021	Closing date for applicants with foreign qualifications
30 September 2021	Closing date for applicants with South African qualifications

## Structure of the programme

The PGD (CM) programme consists of four compulsory modules with a total credit value of 120 credits.

Code	Subject	Credits	Quarter
KPK 781	Corporate Communication	30	1st
IKO 780	International Communication	25	2nd
CMG 701	Trends and cases in communication management	25	3rd
KOB 700	Business Report	40	3rd & 4th
Finalisation of Examination assignments for 2nd Semester			4th
Total credits for programme		120	

Note: The programme might change as it is revised regularly to stay relevant to the dynamic environment in which Communication Management professionals operate. Any changes will be indicated on the website. Applicants are requested to check the information in this brochure with the web information regularly. Brochures are updated annually.

## Academic writing

Postgraduate studies emphasises 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).

## 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 electronically. Alternatively, the form can be downloaded at [www.up.ac.za/downloadplatform](http://www.up.ac.za/downloadplatform) and submitted to the Student Service Centre (SSC).
- All postgraduate students with international qualification need to submit an evaluation of their qualification 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).
- 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 are encouraged to contact the International Cooperation Division for more information at: [www.up.ac.za/international-cooperation-division](http://www.up.ac.za/international-cooperation-division).

## Selection

**Selection is not guaranteed as the department receives many applications annually and can only admit a limited number of students in the 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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All lecturers teaching on this programme are affiliated with the Public Relations and Communication Management Institute of South Africa (PRISA) and it is recommended that applicants and students update their professional registration if they are not already registered with PRISA ([www.prisa.co.za/prisa-membership/](http://www.prisa.co.za/prisa-membership/)).

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## Enquiries

For administrative queries kindly contact:

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