



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

# Communication Management Honours Programme

Programme code: 07240282



### Why study BCom Honours (Communication Management)?

Communication is pivotal within organisations, be it at tactical, managerial or strategic level, or in a corporate, public or non-governmental context. 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.

The BCom Honours (Communication Management) 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. Should students qualify academically, this honours degree also provides graduates an avenue to a more advanced postgraduate qualification, i.e. a master's programme.

## Application and entry requirements

The Department of Business Management admits approximately 25 students into the honours 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. Applications are open to applicants from both the University of Pretoria and other tertiary institutions. If you are interested in applying for the honours programme, you can do so by completing the online application form available on the web at

If you experience difficulty in completing the form, you are welcome to contact the student service centre via email or phone +27 12 420 3111

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

- A BCom degree
- A combined mark for third year level majors 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.**



**The 25 selected applicants need to register for the programme online before 17 January 2024.**

Note that all class discussions, assignments, tests, examination papers and textbooks in the honours 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 2023 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.

## Important dates

31 August 2023	Closing date for international applicants
30 September 2023	Closing date for South African applications

## Structure of the programme

The honours programme consists of six compulsory subjects with a total credit value of 120 credits.

Code	Subject	Credits	Prerequisite	Semester
OBS 790	Research Report	40	Statistics 100	1 & 2
KPK 780	Corporate Communication	20		1
SKO 780	Strategic Communication Management	20		1
OWK 780	Development Communication	20		2
CMG 791	Integrated Communication Project	20		2

The honours programme consists of five compulsory subjects with a total credit value of 120 credits.

Note: The semester in which the subjects are offered may change, but will be communicated in advance.

## Lectures

The dates, times and venues of lectures will be announced during the orientation meeting in January 2024. Regular attendance of lectures and proper preparation of assignments is essential.

**Candidates who miss more than ONE lecture in a subject, will not be permitted to write the examination in that subject.**



## Semester/year mark

A candidate's semester mark consists of marks for tests, assignments and other assessments. Candidates need a semester mark of 40% in a subject in order to be admitted to the examination and a sub-minimum of 40% in the examination to pass a subject.



## Examination

The examination for the first and second semester will take place during May-June and October-November respectively. The examinations may take the form of project presentations (oral and written components). Dates and other details pertaining to examinations will be determined by lecturers. External examiners of other universities are used in order to ensure that acceptable standards are maintained at the University of Pretoria.

**Note that there are no re-exams at honours level. Special exams may, however, be granted if only one subject is outstanding.**

## Course content – description of subjects

### OBS 790 Research Report

Module code: OBS 790

Module name: Research Report 790

#### Module content:

This module requires learners to demonstrate the ability to conduct independent research by conducting research on a relevant topic and writing an academic article for publication in an accredited academic journal. The purpose of this module is to introduce students to the nature and the role of research in a business enterprise so that they will be able to conduct and utilise research.

#### Study themes:

- The role of research in an enterprise;
- Conceptualisation and the scientific thinking process;
- The research process;
- Research planning and design;
- Data gathering and analysis; and
- Reporting of research results.

**The purpose of this module** is to guide students through the process of planning a small-scale academic research study in the field of Business Management, collecting and analysing empirical data, and presenting the findings of the study in the form of a research article. Students will be guided to develop a research proposal for the research study during the first semester. During the second semester, students will be guided to collect and analyse the required data and to write a research article. Students will only be allowed to continue with the execution of their research projects (i.e., with the collection and analysis of data and the writing of a research article) during the second semester, if they have obtained a progress mark of at least 50% and passed the final research proposal at the end of the first semester with a sub-minimum mark of 50%.

Credits: 40

Semester: Semester 1 and 2 (weekly contact sessions)

### KPK 780 Corporate Communication

Module code: KPK 780

Module name: Corporate Communication

#### Module content:

The purpose of this module is to introduce students to the scope and theoretical foundations of the field of corporate communication.

#### Study themes:

- Introduction to the field of communication management;
- Specialisation fields, different sectors and the corporate vs. consulting contexts of communication management;
- Key requirements for excellence in communication management;
- The place of professional associations and ethics in communication management; and
- Contemporary issues like the research contributions of global, regional and national professional and research associations.

**The purpose of this module** is to introduce students to the field of communication management, to differentiate between contexts, sectors and specialisation fields. The pursuit of communication excellence forms the foundation of all efforts and requires and understanding of key organisational requirements. The contribution of professional associations (global, regional and national), as well as the place of professional ethics are also investigated.

Credits: 20

Semester: Semester 1 (5 contact sessions)

## SKO 780 Strategic Communication Management

Module code: SKO 780

Module name: Strategic Communication Management

### Module content:

The purpose of this module is to introduce students to the value creation role of communication for organisations.

### Study themes:

- The different roles of the communication specialist;
- Different vantage points (micro, meso and macro levels) regarding communication within and on behalf of an organisation;
- Corporate communication
- Crisis management; and
- Contemporary issues like communication in digital environments, diversity, transformation and leadership.

**The purpose of this module** is to explore how communication specialists function in different roles and thus contribute to the overall success of organisations. Knowledge of key issues such as reputation management, crisis management and the digital environment is pivotal for communication specialists who aspire to function at a managerial level.

Credits: 20

Semester: Semester 1 (5 contact sessions)



## OWK 780 Development Communication

Module code: OWK 80

Module name: Development Communication

### Module content:

The purpose of this module is to introduce students to the field of corporate social responsibility (CSR) and the social impact of organisations.

### Study themes:

- The nature and different approaches to CSR;
- Different role players in the CSR arena; and
- Contemporary issues like the UN's sustainability development goals (SDG's).

**The purpose of this module** is to investigate global, regional and local issues in CSR. The roles of the private and public sectors, as well as non-governmental organisations in society will be evaluated. Different stages and models of CSR will be discussed to help corporations plan their CSR programmes strategically.

Credits: 20

Semester: Semester 2 (5 contact sessions)

## CMG 791 Integrated Communication Project

Module code: CMG 791

Module name: Integrated Communication Project

### Module content:

The purpose of this module is to develop a corporate communication strategy for a real client.

### Study themes:

- The building blocks of a communication strategy and plan;
- The specific sub-field of the project topic, e.g. arts and entertainment/sports/government; and
- Specific skills to be refined include project management, creativity, content creation and curation for social media and media relations skills.

**The purpose of this module** is to guide students through the process of developing a communication strategy for a real client. The complete project will be presented to a panel of lecturers and the client.

Credits: 20

Semester: Semester 2 (weekly contact sessions)

## Assignments, reports, case studies and other academic documents

Whilst students at the under-graduate level are expected to show their understanding of subject matter during tests and examinations, postgraduate work emphasises a deeper conceptual knowledge and insight assessed mainly through assignments, reports and case studies. The main consideration is the student's ability to work independently by gathering, processing and effectively communicating subject related 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 or any other specific requirements, which a lecturer in a specific course may have.

## Professional associations

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 ( ).

## Enquiries

For administrative queries kindly contact:

EMS Faculty Student Advisors:

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