



University of Pretoria Yearbook 2016

Corporate communication 780 (KPK 780)

Qualification	Postgraduate
Faculty	Faculty of Economic and Management Sciences
Module credits	25.00
Programmes	BComHons Communication Management
Prerequisites	Only for BComHons: Communication students
Contact time	1 lecture per week
Language of tuition	Both Afr and Eng
Academic organisation	Div Communication Management
Period of presentation	Semester 1

Module content

This module is positioned as an entry-level postgraduate module and not as an advanced level or practical application of undergraduate theory. The module content is more abstract than many other subjects, since KPK 780 provides the foundation for Strategic communication management (SKO 780), Development communication (OWK 780) and International communication (INK 780). This module provides a sound theoretical/philosophical foundation for understanding current and emerging trends in the theory and practice of corporate communication management. Specific emphasis is placed on the difference between modern and postmodern approaches to this field of study, contrasts between European, American, Asian and African theory and practice, and the influence of seminal research projects like the “EBOOK” and “Excellence” studies on practice. The role of professional and subject-related associations within this globalised field of study is also explored. The purpose of this module is to empower students to critically evaluate current and emerging theories/views through regular class debates and other forms of critical thinking. This module also provides a broad theoretical foundation in preparation for future master's degree studies. This includes emphasising the nature of theory and the components of a meta-theoretical framework for a specific research question.

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