

University of Pretoria Yearbook 2016

Development communication 780 (OWK 780)

Qualification	Postgraduate
Faculty	Faculty of Economic and Management Sciences
Module credits	20.00
Programmes	BComHons Communication Management
Prerequisites	Only for BComHons: Communication students
Contact time	1 lecture per week
Language of tuition	English
Academic organisation	Div Communication Management
Period of presentation	Semester 2

Module content

In terms of the primary learning outcomes of the module the student will be able to:

- disseminate information from relevant theories, models and paradigms of CSR and Development Communication;
- apply scientific reasoning to critically evaluate existing corporate social responsibility and development communication case studies and lessons learnt from them;
- understand the importance of the strategic management of corporate social responsibility;
- work effectively with others as a member of a group;
- work effectively as an individual during self-study;
- stimulate cross-functional communication and management abilities;
- demonstrate and understand that the world is a set of related systems and that problem-solving does not exist in isolation;
- understand the importance of sustainable development for companies; and
- evaluate an actual South African case study around a particular social responsibility/development project.

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