

University of Pretoria Yearbook 2018

Corporate communication 781 (KPK 781)

Qualification	Postgraduate
Faculty	Faculty of Economic and Management Sciences
Module credits	40.00
Programmes	PGDip Communication Management
Contact time	1 lecture per week
Language of tuition	Module is presented in English
Department	Division of Communication Management
Period of presentation	Semester 1 and Semester 2

Module content

- Corporate communication theory and research
- Corporate communication in the public and private sectors
- Corporate communication versus public relations
- Corporate communication cases

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