

# University of Pretoria Yearbook 2018

## PGDip Communication Management (07220038)

**Minimum duration of study** 1 year

**Total credits** 120

### Admission requirements

- A relevant B degree or equivalent qualification.
- The Coordinator of the Division may set additional requirements for admission.

### Program outline

The content of each module will consist of formal lectures, assignments and an examination. The examination for all modules will contribute 50% towards the final mark of a module. Students must pass all the modules. The corporate communication report module will consist of a minimum of two (2) reports.

A student will not be allowed to register more than twice for the same module.

There are no supplementary examinations for any of the modules.

### Examinations and pass requirements

- i. All the required reports must be submitted for the report module. A student will need an average of 50% for each report to pass the module.
- ii. An average of 50% is required in each of the examinations.
- iii. A maximum of two (2) years will be allowed for the completion of the diploma.
- iv. In order to obtain the diploma with distinction an average of 75% must be obtained in each of the modules individually.

## Curriculum: Final year

**Minimum credits: 120**

### Core modules

#### Local, regional and international issues in communication management 780 (IKO 780)

**Module credits** 40.00

**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

- Communication management in South Africa
- Communication management in a developmental state
- Communication management in SADC, Africa and BRICS
- International communication

#### The corporate communication report 700 (KOB 700)

**Module credits** 40.00

**Language of tuition** Module is presented in English

**Department** Division of Communication Management

**Period of presentation** Semester 1 and Semester 2

##### Module content

- Identification, description and investigation of an actual corporate issue
- A complete communication report to address the corporate issue

#### Corporate communication 781 (KPK 781)

**Module credits** 40.00

**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



The information published here is subject to change and may be amended after the publication of this information. The [General Regulations \(G Regulations\)](#) apply to all faculties of the University of Pretoria. It is expected of students to familiarise themselves well with these regulations as well as with the information contained in the [General Rules](#) section. Ignorance concerning these regulations and rules will not be accepted as an excuse for any transgression.