

University of Pretoria Yearbook 2021

Corporate communication 780 (KPK 780)

Qualification	Postgraduate
Faculty	Faculty of Economic and Management Sciences
Module credits	20.00
NQF Level	08
Programmes	BComHons Communication Management
Prerequisites	Only for BComHons: Communication students
Contact time	1 lecture per week, 6 discussion classes per week
Language of tuition	Module is presented in English
Department	Business Management
Period of presentation	Semester 1

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;
- 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 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.

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