

University of Pretoria Yearbook 2022

Integrated communication project 791 (CMG 791)

Qualification	Postgraduate
Faculty	Faculty of Economic and Management Sciences
Module credits	20.00
NQF Level	08
Programmes	BComHons <i>Communication Management</i>
Prerequisites	No prerequisites.
Language of tuition	Module is presented in English
Department	Division of Communication Management
Period of presentation	Semester 2

Module content

The purpose of this module is to develop a corporate communication strategy for a real client.

Study themes:

- The building blocks of a corporate communication strategy and plan;
- Entrepreneurship development for starting a consulting firm;
- Specifics skills to be refined include project management, team communication, conflict management, creativity, writing and content creation for all media and platforms, as well as business presentation skills.

The purpose of this module is to guide students through the process of developing a corporate communication strategy which will be presented to a panel of lecturers and representatives of the client.

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