

University of Pretoria Yearbook 2016

Integrated practical communication project 356 (KOB 356)

Qualification	Undergraduate
Faculty	Faculty of Economic and Management Sciences
Module credits	20.00
Programmes	BCom Communication Management
Prerequisites	KOB 210 or 220 with a GS in the other. Only available to BCom (Communication Management) students
Contact time	1 practical per week, 1 web-based period per week
Language of tuition	Both Afr and Eng
Academic organisation	Div Communication Management
Period of presentation	Q1, Q2 and Q3

Module content

* Only for BCom (Marketing Management) and BCom (Communication Management) students
Students will be required to develop and suggest the implementation of a communication strategy for a particular client. This process entails thorough research by means of continuous liaising with the client. Students will present the integrated practical project supported by a written proposal. Lecturers and representatives from the client will assess the projects.

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