Development communication 780 (OWK 780)

Qualification	Postgraduate
Faculty	Faculty of Economic and Management Sciences
Module credits	20.00
Programmes	BComHons Communication Management
Prerequisites	Only for BComHons: Communication students
Contact time	1 lecture per week
Language of tuition	English
Academic organisation	Div Communication Management
Period of presentation	Semester 2

Module content

In terms of the primary learning outcomes of the module the student will be able to:
• disseminate information from relevant theories, models and
  paradigms of CSR and Development Communication;
• apply scientific reasoning to critically evaluate existing corporate
  social responsibility and development communication case studies
  and lessons learnt from them;
• understand the importance of the strategic management of
  corporate social responsibility;
• work effectively with others as a member of a group;
• work effectively as an individual during self-study;
• stimulate cross-functional communication and management
  abilities;
• demonstrate and understand that the world is a set of related
  systems and that problem-solving does not exist in isolation;
• understand the importance of sustainable development for
  companies; and
• evaluate an actual South African case study around a particular
  social responsibility/development project.