
University of Pretoria Yearbook 2016

PhD Communication Management (07267281)

Duration of study 2 years

Total credits 360

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Programme information

The degree comprises the writing of a thesis and a draft article for publication in a recognised scientific journal. All postgraduate programmes are not offered every year. Please consult the relevant faculty concerning the presentation of this programme.

Admission requirements

- Relevant master's degree with an average of at least 60%.

Additional requirements

The Dean has the right of authorisation regarding matters not provided for in the General Regulations or the Faculty regulations.

Due to capacity constraints, there are not an intake of new students every year. It remains the applicant's responsibility to ensure that the degree they wish to apply for, will indeed be offered.

Other programme-specific information

The head of department reserves the right to prescribe additional modules/seminars for a candidate.

Examinations and pass requirements

The thesis should be passed in accordance with the stipulations of Regulations G.52 and G.60.2.2, as well as a compulsory module in Research Methodology.

Research information

The weight of the research component (thesis and draft article for publication) contributes 100% towards the total requirement for the degree. All prescribed modules are prerequisites for the thesis.

The proposal has to be approved by all relevant committees before the candidate can commence with the thesis. The candidate will then continue to work under supervision of his/her supervisor(s) to complete the research and to develop and finalise a thesis according to departmental guidelines and regulations. A candidate, before or on

submission of the thesis, must submit at least one draft article for publication in a recognised scientific journal. The draft article should be based on the research the candidate has conducted for the thesis and be approved by the supervisor(s). The draft article is a requirement for the degree to be conferred on the candidate. The candidate has to give advance notice, in the appropriate format, about his/her intent to submit the thesis.

If a candidate fails any of the exemption assessments, the head of the department reserves the right to specify additional modules and to register him/her for EBW 900 (Research proposal) until he/she has met the specified requirements.

The research component comprises the writing of a thesis and a draft article for publication. A two-page outline proposal has to be submitted to the head of the department. Upon approval of the proposal, a supervisor(s) will be appointed. The candidate will work under the guidance of his/her supervisor to develop a detailed research proposal according to the departmental guidelines. The proposal has to be approved by all relevant committees before the candidate can commence with the thesis. The candidate will then continue to work under supervision of his/her supervisor to complete the research and to develop and finalise a thesis according to departmental guidelines and regulations. A public defence of the final thesis is required as part of the examination process.

A candidate, before or on submission of the thesis, must submit at least one draft article for publication in a recognised academic journal. The draft article should be based on the research the candidate has conducted for the thesis and be approved by the supervisor. The draft article is a necessary condition for the degree to be conferred on the candidate.

The weight of the research component (thesis and draft article for publication) contributes 100% towards the total requirement for the degree (thesis 80%, article 20%). All prescribed modules are prerequisites for the thesis.

Curriculum: Year 1

Core modules

Research methodology 801 (EBW 801)

Module credits	0.00
Service modules	Faculty of Natural and Agricultural Sciences
Prerequisites	No prerequisites.
Contact time	1 lecture per week
Language of tuition	Both Afr and Eng
Academic organisation	EMS Dean's Office
Period of presentation	Year

Module content

The following broad themes are covered:

- An overview of the research process to be followed and the outcomes required of postgraduate students;
- Foundational skills for postgraduate students;
- What is research?;
- What is a theory and how can I ensure that my study makes a clear theoretical contribution?;
- An overview of the structure of a research proposal;
- Identifying and evaluating possible research topics;
- Delineating the scope of a study;
- Writing a literature review;
- Choosing an appropriate inquiry strategy (research approach) for a study;
- Writing the research design and methods section of a research proposal.

Thesis: Communication management 995 (KOB 995)

Module credits	360.00
Prerequisites	No prerequisites.
Language of tuition	English
Academic organisation	Div Communication Management
Period of presentation	Year

Module content

The weight of the research component (thesis and draft article for publication) contributes 100% towards the total requirement for the degree. All prescribed modules are prerequisites for the thesis.

Curriculum: Final year

Core modules

Thesis: Communication management 995 (KOB 995)

Module credits	360.00
Prerequisites	No prerequisites.
Language of tuition	English
Academic organisation	Div Communication Management
Period of presentation	Year

Module content

The weight of the research component (thesis and draft article for publication) contributes 100% towards the total requirement for the degree. All prescribed modules are prerequisites for the thesis.

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.