
University of Pretoria Yearbook 2017

Local, regional and international issues in communication management 780 (IKO 780)

Qualification	Postgraduate
Faculty	Faculty of Economic and Management Sciences
Module credits	40.00
Programmes	PGDip Communication Management
Contact time	1 lecture per week
Language of tuition	Module is presented in English
Academic organisation	Marketing Management
Period of presentation	Semester 1 and Semester 2

Module content

- Communication management in South Africa
- Communication management in a developmental state
- Communication management in SADC, Africa and BRICS
- International communication

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