

University of Pretoria Yearbook 2017

Communication management 310 (KOB 310)

Qualification	Undergraduate
Faculty	Faculty of Economic and Management Sciences
Module credits	20.00
Programmes	BAdmin Public Management
Service modules	Faculty of Engineering, Built Environment and Information Technology
Prerequisites	KOB 210 or KOB 220 with a GS in the other
Language of tuition	Afrikaans and English is used in one class
Academic organisation	Div Communication Management
Period of presentation	Semester 1

Module content

Strategic communication management

Integrated Communication (IC) presupposes the alignment and subsequent implementation of the enterprise, corporate and corporate communication strategies of the organisation. The corporate positioning that results from these strategies is communicated through the organisation's unique reputation, image, identity and brand. Environmental scanning furthermore enables the organisation to identify and address issues, risks and possible crises that can influence this positioning. Current corporate governance thinking supports the principle of a symbiotic relationship between business and society by emphasising economic, environmental and social sustainability (the triple bottom line). This culminates in a new realisation of the organisation's corporate social responsibility and its role as a corporate citizen. Ethics in strategic management are highlighted and applicable research techniques are analysed.

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