

Universiteit van Pretoria Jaarboek 2017

Korporatiewe kommunikasie 780 (KPK 780)

Kwalifikasie	Nagraads
Fakulteit	Fakulteit Ekonomiese en Bestuurswetenskappe
Modulekrediete	25.00
Programme	BComHons Kommunikasiebestuur
Voorvereistes	Slegs vir BComHons: Kommunikasie studente
Kontaktyd	1 lesing per week
Onderrigtaal	Aparte klasse vir Engels en Afrikaans
Akademiese organisasie	Afdeling Kommunikasiebestuur
Aanbiedingstydperk	Semester 1

Module-inhoud

*Hierdie inligting is slegs in Engels beskikbaar.

This module is positioned as an entry-level postgraduate module and not as an advanced level or practical application of undergraduate theory. The module content is more abstract than many other subjects, since KPK 780 provides the foundation for Strategic communication management (SKO 780), Development communication (OWK 780) and International communication (INK 780). This module provides a sound theoretical/philosophical foundation for understanding current and emerging trends in the theory and practice of corporate communication management. Specific emphasis is placed on the difference between modern and postmodern approaches to this field of study, contrasts between European, American, Asian and African theory and practice, and the influence of seminal research projects like the “EBOK” and “Excellence” studies on practice. The role of professional and subject-related associations within this globalised field of study is also explored. The purpose of this module is to empower students to critically evaluate current and emerging theories/views through regular class debates and other forms of critical thinking. This module also provides a broad theoretical foundation in preparation for future master's degree studies. This includes emphasising the nature of theory and the components of a meta-theoretical framework for a specific research question.

Die inligting wat hier verskyn, is onderhewig aan verandering en kan na die publikasie van hierdie inligting gewysig word.. Die [Algemene Regulasies \(G Regulasies\)](#) is op alle fakulteite van die Universiteit van Pretoria van toepassing. Dit word vereis dat elke student volkome vertrouwd met hierdie regulasies sowel as met die inligting vervat in die [Algemene Reëls](#) sal wees. Onkonde betreffende hierdie regulasies en reëls sal nie as 'n verskoning by oortreding daarvan aangebied kan word nie.