

# University of Pretoria Yearbook 2018

## Communication management 320 (KOB 320)

**Qualification** Undergraduate

**Faculty** [Faculty of Economic and Management Sciences](#)

**Module credits** 20.00

**Service modules** Faculty of Engineering, Built Environment and Information Technology

**Prerequisites** KOB 210 or KOB 220 with a GS in the other, KOB 310 GS

**Contact time** 3 lectures per week

**Language of tuition** Afrikaans and English are used in one class

**Department** Division of Communication Management

**Period of presentation** Semester 2

### Module content

Strategic relationship management

The strategic management of internal and external relationships is essential for the organisation's "licence to operate". Stakeholder theories provide a framework for managing relationships with stakeholders such as employees, investors, media and the government. The growing significance and potential impact of activism on organisational performance, justifies the management of such pressure groups through communication. Deontological and teleological ethical approaches are investigated in the strategic management of relationships. The complexity of ethical decision making in the modern business environment, as well as anti-ethics and African ethics amongst others, are also studied. Perception, social and stakeholder audits are examples of idiosyncratic research designs undertaken in strategic reputation management.

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