

University of Pretoria Yearbook 2018

Development communication 780 (OWK 780)

Qualification Postgraduate

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

Module content

In terms of the primary learning outcomes of the module the student will be able to:

- disseminate information from relevant theories, models and paradigms of Corporate Social Responsibility (CSR) and Development Communication;
- apply scientific reasoning to critically evaluate existing corporate social responsibility and development communication case studies and lessons learnt from them;
- understand the importance of the strategic management of corporate social responsibility;
- work effectively with others as a member of a group;
- work effectively as an individual during self-study;
- stimulate cross-functional communication and management abilities;
- demonstrate and understand that the world is a set of related systems and that problem-solving does not exist in isolation;
- understand the importance of sustainable development for companies; and
- evaluate an actual South African case study around a particular social responsibility/development project.

Module credits 20.00

Programmes [BComHons Communication Management](#)

Prerequisites Only for BComHons: Communication students

Contact time 1 lecture per week

Language of tuition Module is presented in English

Department Division of Communication Management

Period of presentation Semester 2

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