

Universiteit van Pretoria Jaarboek 2018

Strategiese kommunikasiebestuur 781 (SKO 782)

Kwalifikasie Nagraads

Fakulteit [Fakulteit Ekonomiese en Bestuurswetenskappe](#)

Modulekrediete 20.00

Onderrigtaal Module word in Engels aangebied

Departement Afdeling Kommunikasiebestuur

Aanbiedingstydperk Semester 1

Module-inhoud

*Hierdie inligting is slegs in Engels beskikbaar.

The objective of this module is to provide a conceptualisation of the role of corporate communication in the strategic decision-making process. It also addresses the overlapping and complementary areas of communication management with other fields of study in the management sciences.

Some of the topics that you will be introduced to are:

- * The corporate communication manager's contribution to strategic management
- * The role of communication management in the identification and management of strategic issues in the internal, task and macro environment of the organisation
- * The positioning and introduction of a corporate communication strategy
- * How the strategic management of communication can assist in achieving corporate goals such as innovation (by creating a culture of creativity), productivity, rationalisation, a new corporate culture, and global competitiveness
- * The crucial role of communication management in identifying and managing strategic stakeholders and problematic publics
- * The responsibility of corporate communication in identifying and changing asymmetrical worldviews in the organisation
- * Important research in the field
- * The experience of and relationships with top management.

Module evaluation is continuous and includes individual class tests, group presentations, projects and participation in class discussions.

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. Onkunde betreffende hierdie regulasies en reëls sal nie as 'n verskoning by oortreding daarvan aangebied kan word nie.