

# University of Pretoria Yearbook 2018

## Strategic communication management 780 (SKO 780)

<b>Qualification</b>	Postgraduate
<b>Faculty</b>	<a href="#">Faculty of Economic and Management Sciences</a>
<b>Module content</b>	<p>*Only for BComHons Communication Management students</p> <p>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.</p> <p>Some of the topics that you will be introduced to are:</p> <ul style="list-style-type: none"> <li>• The corporate communication manager's contribution to strategic management;</li> <li>• The role of communication management in the identification and management of strategic issues in the internal, task and macro environment of the organisation;</li> <li>• The positioning and introduction of a corporate communication strategy;</li> <li>• 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;</li> <li>• The crucial role of communication management in identifying and managing strategic stakeholders and problematic publics;</li> <li>• The responsibility of corporate communication in identifying and changing asymmetrical worldviews in the organisation;</li> <li>• Important research in the field; and</li> <li>• The experience of and relationships with top management.</li> </ul> <p>Module evaluation is continuous and includes individual class tests, group presentations, projects and participation in class discussions.</p>
<b>Module credits</b>	25.00
<b>Programmes</b>	<a href="#">BComHons Communication Management</a>
<b>Contact time</b>	1 lecture per week, 1 other contact session per week
<b>Language of tuition</b>	Module is presented in English
<b>Department</b>	Division of Communication Management
<b>Period of presentation</b>	Semester 1

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