# MPhil Communication Management (Coursework) (07255243)

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| **Minimum duration of study** | 1 year |
| **Total credits** | 180 |
| **Contact** | Prof E de Beer   estelle.debeer@up.ac.za   +27 (0)124205082 |

## Programme information

There will not be an intake of new students for each degree every year. It remains the applicant's responsibility to ensure that the degree they wish to apply for, will indeed be offered.

## Admission requirements

- A relevant Honours degree or equivalent with an average of at least 60%.
- A BTech degree is not recognised as an equivalent degree.
- The Coordinator of the division may set additional requirements for admission.

## Other programme-specific information

There are no electives and all modules must be passed.

## Examinations and pass requirements

The pass mark for both a dissertation and a mini-dissertation is 50%. The provisions regarding pass requirements for dissertations, contained in General Regulation G.12.2, apply mutatis mutandis to mini-dissertations. A pass mark of at least 50% is required in the examination of each module.

## Research information

The weight of the research article for publication contributes 50% towards the total requirements for the degree.

**Dissertations/mini-dissertations, curricula and modules**

1. The degree programme requires that a dissertation/mini-dissertation must be submitted in a field of study chosen from the fields covered for the honours degree, provided that the Dean may, on the recommendation of the head of department/Postgraduate Committee concerned, approve the replacement of the required dissertation by the successful completion of a prescribed number of module credits and a mini-dissertation/research article.
2. Information on modules, credits and syllabi is available, on request, from the head of department/Postgraduate Committee concerned.
3. A module in Research Methodology is compulsory in all programmes. The Dean may, on the recommendation

of the head of department/Postgraduate Committee concerned, waive the prerequisites.

4. Sufficient number of bound copies of the dissertation/mini-dissertation must be submitted to the Head: Student Administration for examination, after permission is granted by the supervisor.

## Article for publication

A dean may require, before or on submission of a dissertation/mini-dissertation, the submission of a draft article for publication to the supervisor. The draft article should be based on the research that the student has conducted for the dissertation/mini-dissertation and be approved by the supervisor concerned. The supervisor should then have the opportunity to take the paper through all the processes of revision and resubmission as may be necessary and/or appropriate in order to achieve publication.

## Submission of dissertation/mini-dissertation

A dissertation/mini-dissertation is submitted to the Head: Student Administration/Departmental Postgraduate Office, before the closing date for the various graduation ceremonies as announced annually.

For examination purposes, a student must, in consultation with the supervisor, submit a sufficient number of bound copies and/or e-copies of the dissertation/mini-dissertation, printed on good quality paper and of good letter quality, to the Head: Student Administration/Departmental Postgraduate Office. Permission to submit the dissertation/mini-dissertation in unbound form may be obtained from the supervisor concerned on condition that a copy of the final approved dissertation/mini-dissertation is presented to the examiners in bound format or electronic format.

In addition to the copies already mentioned, each successful student must submit a bound paper copy as well as two electronic copies of the approved dissertation/mini-dissertation to the Head: Student Administration/Departmental Postgraduate Office in the format specified by the faculty and in accordance with the minimum standards set by the Department of Library Services, before 15 February for the Autumn graduation ceremonies and before 15 July for the Spring graduation ceremonies, failing which the degree will only be conferred during a subsequent series of graduation ceremonies.

# Curriculum: Final year

## Core modules

### Management philosophy 800 (BSF 800)

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| **Module credits** | 20.00 |
| **Prerequisites** | No prerequisites. |
| **Contact time** | Block: 5 per semester, 2 days per week |
| **Language of tuition** | Module is presented in English |
| **Department** | Divsion of Communication Management |
| **Period of presentation** | Semester 1 or Semester 2 |

### Communication management theory 1 810 (KOB 810)

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|---|---|
| **Module credits** | 20.00 |
| **Prerequisites** | No prerequisites. |
| **Contact time** | Block: 5 per semester, 2 days per week |
| **Language of tuition** | Module is presented in English |
| **Department** | Divsion of Communication Management |
| **Period of presentation** | Semester 1 or Semester 2 |

### Strategic communication management 1 811 (KOB 811)

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|---|---|
| **Module credits** | 20.00 |
| **Prerequisites** | No prerequisites. |
| **Contact time** | Block: 5 per semester, 2 days per week |
| **Language of tuition** | Module is presented in English |
| **Department** | Divsion of Communication Management |
| **Period of presentation** | Semester 1 or Semester 2 |

### Research process 811 (NME 811)

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|---|---|
| **Module credits** | 20.00 |
| **Prerequisites** | No prerequisites. |
| **Contact time** | 1 lecture per week |
| **Language of tuition** | Module is presented in English |
| **Department** | Divsion of Communication Management |
| **Period of presentation** | Semester 1 |

# Research article 841 (NME 841)

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|---|---|
| **Module credits** | 100.00 |
| **Prerequisites** | No prerequisites. |
| **Contact time** | 1 other contact session per week |
| **Language of tuition** | Module is presented in English |
| **Department** | Divsion of Communication Management |
| **Period of presentation** | Year |