

University of Pretoria Yearbook 2019

Corporate communication 780 (KPK 780)

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| Qualification | Postgraduate |
| Faculty | Faculty of Economic and Management Sciences |
| Module credits | 25.00 |
| Programmes | BComHons Communication Management |
| Prerequisites | Only for BComHons: Communication students |
| Contact time | 1 lecture per week, 6 discussion classes per week |
| Language of tuition | Module is presented in English |
| Department | Division of Communication Management |
| Period of presentation | Semester 1 |

Module content

This module is positioned as an entry-level postgraduate module and not as an advanced level or practical application of undergraduate theory. The module content is more abstract than many other subjects, since KPK 780 provides the foundation for Strategic communication management (SKO 780) and Development communication (OWK 780). This module provides a sound theoretical/philosophical foundation for understanding current and emerging trends in the theory and practice of corporate communication management. Specific emphasis is placed on the difference between modern and postmodern approaches to this field of study, contrasts between European, American, Asian and African theory and practice, and the influence of seminal research projects like the “EBOK” and “Excellence” studies on practice. The role of professional and subject-related associations within this globalised field of study is also explored. The purpose of this module is to empower students to critically evaluate current and emerging theories/views through regular class debates and other forms of critical thinking. This module also provides a broad theoretical foundation in preparation for future master's degree studies. This includes emphasising the nature of theory and the components of a meta-theoretical framework for a specific research question.

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