

University of Pretoria Yearbook 2020

Advocacy as a critical skill 800 (GIB 800)

Qualification	Postgraduate
Faculty	Gordon Institute of Business Science
Module credits	12.00
Contact time	28 contact hours per 3 week cycle
Language of tuition	Module is presented in English
Department	Gordon Institute of Business Science
Period of presentation	Semester 1 or Semester 2

Module content

This elective will help you learn and practice ways to become a better advocate for yourself and others. You will learn how to create an argument, back it up with compelling facts, and then reduce it to a simple, compelling, memorable story that will change both hearts and minds. By the end of the elective students' would have practiced and learnt to use the most persuasive and memorable methods to advance a cause, stand up for themselves and for others and to inspire and mobilize others to action.

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