

University of Pretoria Yearbook 2020

Corporate communication 781 (KPK 781)

Qualification	Postgraduate
Faculty	Faculty of Economic and Management Sciences
Module credits	30.00
Programmes	PGDip Communication Management
Prerequisites	No prerequisites.
Contact time	3 days - 8 hours per day
Language of tuition	Module is presented in English
Department	Business Management
Period of presentation	Semester 1 and Semester 2

Module content

- Corporate communication theory and research
- Corporate communication in the public and private sectors
- Corporate communication versus public relations
- Corporate communication cases

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