

University of Pretoria Yearbook 2021

Trends and cases in communication management 701 (CMG 701)

Qualification	Postgraduate
Faculty	Faculty of Economic and Management Sciences
Module credits	25.00
NQF Level	08
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 or Semester 2

Module content

- Analyse specific trends and recent cases in the South African Communication Management profession.
- Assess risks and opportunities to organisations represented by communication trends.
- Illustrate the ability to report about these trends and cases.
- Illustrate the ability to incorporate observed trends in communication planning and strategies.

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