

# University of Pretoria Yearbook 2021

## Integrated communication project 791 (CMG 791)

<b>Qualification</b>	Postgraduate
<b>Faculty</b>	<a href="#">Faculty of Economic and Management Sciences</a>
<b>Module credits</b>	20.00
<b>NQF Level</b>	08
<b>Programmes</b>	<a href="#">BComHons Communication Management</a>
<b>Prerequisites</b>	No prerequisites.
<b>Language of tuition</b>	Module is presented in English
<b>Department</b>	Division of Communication Management
<b>Period of presentation</b>	Semester 2

### Module content

The purpose of this module is to develop a corporate communication strategy for a real client.

Study themes:

- The building blocks of a corporate communication strategy and plan;
- Entrepreneurship development for starting a consulting firm;
- Specifics skills to be refined include project management, team communication, conflict management, creativity, writing and content creation for all media and platforms, as well as business presentation skills.

The purpose of this module is to guide students through the process of developing a corporate communication strategy which will be presented to a panel of lecturers and representatives of the client.

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