

University of Pretoria Yearbook 2021

Corporate and individual reputation management 874 (GIL 874)

Qualification	Postgraduate
Faculty	Gordon Institute of Business Science
Module credits	6.00
NQF Level	09
Prerequisites	No prerequisites.
Contact time	21 contact hours per 3 week-cycle
Language of tuition	Module is presented in English
Department	Gordon Institute of Business Science
Period of presentation	Semester 2

Module content

The growing number of reputational crises being experienced by individuals and organisations alike bears testimony to the need to pro-actively manage reputation and both a personal and a corporate level. This elective combine theory and practice to enable students to understand the drivers of reputation, the proactive steps that can be taken to manage reputations and how to respond optimally when crises occur.

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