

# University of Pretoria Yearbook 2021

## Corporate communication 780 (KPK 780)

<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>	Only for BComHons: Communication students
<b>Contact time</b>	1 lecture per week, 6 discussion classes per week
<b>Language of tuition</b>	Module is presented in English
<b>Department</b>	Business Management
<b>Period of presentation</b>	Semester 1

### Module content

The purpose of this module is to introduce students to the scope and theoretical foundations of the field of corporate communication.

Study themes:

- Introduction to the field of communication management;
- Specialisation fields, different sectors and the corporate vs. consulting contexts of communication management;
- Key requirements for excellence in communication management;
- The place of professional associations and ethics in communication management;
- Contemporary issues like the research contributions of global, regional and national professional and research associations.

The purpose of this module is to introduce students to the field of communication management, to differentiate between contexts, sectors and specialisation fields. The pursuit of communication excellence forms the foundation of all efforts and requires understanding of key organisational requirements. The contribution of professional associations (global, regional and national), as well as the place of professional ethics are also investigated.

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