

# University of Pretoria Yearbook 2021

## Corporate communication 781 (KPK 781)

<b>Qualification</b>	Postgraduate
<b>Faculty</b>	<a href="#">Faculty of Economic and Management Sciences</a>
<b>Module credits</b>	30.00
<b>NQF Level</b>	08
<b>Programmes</b>	<a href="#">PGDip Communication Management</a> <a href="#">PGDip Tourism Management</a>
<b>Prerequisites</b>	No prerequisites.
<b>Contact time</b>	3 days - 8 hours per day
<b>Language of tuition</b>	Module is presented in English
<b>Department</b>	Business Management
<b>Period of presentation</b>	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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