

University of Pretoria Yearbook 2022

Development communication 780 (OWK 780)

Qualification	Postgraduate
Faculty	Faculty of Economic and Management Sciences
Module credits	20.00
NQF Level	08
Programmes	BComHons Communication Management PGDip (Tourism Management)
Prerequisites	Only for BComHons: Communication students
Contact time	1 lecture per week
Language of tuition	Module is presented in English
Department	Business Management
Period of presentation	Semester 2

Module content

The purpose of this module is to introduce students to the field of development communication

Study themes:

- The building blocks of a development communication;
- The nature and different approaches to corporate social responsibility;
- Different role players in the development arena.

Contemporary issues like the UN's sustainability development goals (SDG's);

The purpose of this module is to investigate global, regional and local issues in development communication and emphasises corporate social responsibility (CSR) as an avenue to address these issues. The roles of the private and public sectors, as well as non-governmental organisations in society will be evaluated. Different stages and models of CSR will be discussed to see how corporations can strategically plan their CSR programmes to contribute to the achievement of development and business goals.

The regulations and rules for the degrees published here are subject to change and may be amended after the publication of this information.

The [General Academic Regulations \(G Regulations\)](#) and [General Student Rules](#) apply to all faculties and registered students of the University, as well as all prospective students who have accepted an offer of a place at the University of Pretoria. On registering for a programme, the student bears the responsibility of ensuring that they familiarise themselves with the General Academic Regulations applicable to their registration, as well as the relevant faculty-specific and programme-

specific regulations and information as stipulated in the relevant yearbook. Ignorance concerning these regulations will not be accepted as an excuse for any transgression, or basis for an exception to any of the aforementioned regulations.