



University of Pretoria Yearbook 2023

Corporate communication 780 (KPK 780)

| | |
|-------------------------------|---|
| Qualification | Postgraduate |
| Faculty | Faculty of Economic and Management Sciences |
| Module credits | 20.00 |
| NQF Level | 08 |
| Programmes | BComHons (Communication Management) |
| Prerequisites | Only for BComHons: Communication students |
| Contact time | 1 lecture per week, 6 discussion classes per week |
| Language of tuition | Module is presented in English |
| Department | Business Management |
| Period of presentation | 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 an 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.

Regulations and rules

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.

University of Pretoria Programme Qualification Mix (PQM) verification project

The higher education sector has undergone an extensive alignment to the Higher Education Qualification Sub-Framework (HEQF) across all institutions in South Africa. In order to comply with the HEQSF, all institutions are legally required to participate in a national initiative led by regulatory bodies such as the Department of Higher Education and Training (DHET), the Council on Higher Education (CHE), and the South African Qualifications Authority (SAQA). The University of Pretoria is presently engaged in an ongoing effort to align its qualifications and programmes with the HEQSF criteria. Current and prospective students should take note that changes to UP qualification and programme names, may occur as a result of the HEQSF initiative. Students are advised to contact their faculties if they have any questions.