

# University of Pretoria Yearbook 2024

## MPhil (Communication Management) *Strategic Communication Management* (Coursework) (07255245)

**Department** Business Management

**Minimum duration of study** 1 year

**Total credits** 180

**NQF level** 09

### Programme information

There will not be an intake of new students for each degree every year. It remains the students' responsibility to establish that the degree they wish to apply for, will indeed be offered.

### Admission requirements

1. Relevant honours degree **or** relevant postgraduate diploma
2. A cumulative weighted average of at least 60% for the honours degree or postgraduate diploma

### Additional requirements

Additional specialisation in Communication Management and/or Business Management and/or Marketing Management will be advantageous.

### Other programme-specific information

There are no electives and all modules must be passed.

### Examinations and pass requirements

The pass mark for both a dissertation and a mini-dissertation is 50%. The provisions regarding pass requirements for dissertations, contained in General Regulation G.12.2, apply mutatis mutandis to mini-dissertations. A pass mark of at least 50% is required in the examination of each module.

### Research information

The weight of the research article for publication contributes 50% towards the total requirements for the degree.

## Curriculum: Final year

### Core modules

#### Communication management theory 810 (KOB 810)

<b>Module credits</b>	25.00
<b>NQF Level</b>	09
<b>Prerequisites</b>	No prerequisites.
<b>Contact time</b>	Block: 5 per semester, 2 days per week
<b>Language of tuition</b>	Module is presented in English
<b>Department</b>	Business Management
<b>Period of presentation</b>	Semester 1 or Semester 2

#### Strategic communication management 811 (KOB 811)

<b>Module credits</b>	25.00
<b>NQF Level</b>	09
<b>Prerequisites</b>	No prerequisites.
<b>Contact time</b>	Block: 5 per semester, 2 days per week
<b>Language of tuition</b>	Module is presented in English
<b>Department</b>	Business Management
<b>Period of presentation</b>	Semester 1 or Semester 2

#### Research methodology 804 (NME 804)

<b>Module credits</b>	20.00
<b>NQF Level</b>	09
<b>Prerequisites</b>	No prerequisites.
<b>Contact time</b>	1 lecture 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

Strong emphasis on market research, quantification of the market but also a basis for academic publications and a doctorate.

#### Strategic management 811 (OBS 811)

<b>Module credits</b>	20.00
<b>NQF Level</b>	09

<b>Prerequisites</b>	OBS 320 or equivalent and admission to relevant programme
<b>Contact time</b>	2 days of interactive simulation, 3 days of lectures
<b>Language of tuition</b>	Module is presented in English
<b>Department</b>	Business Management
<b>Period of presentation</b>	Semester 1 or Semester 2

#### Module content

Key principles and concepts of strategy and strategic management; competitive strategy; emergent and deliberate strategy; formulation of strategy; analysis of the external and internal environment; stakeholder analysis; competitive advantage; shareholder value; strategy and performance; hyper-competition; corporate and business level strategy. An advanced strategic management simulation that is online and interactive to apply strategy principles, and to foster team collaboration.

### Mini-dissertation: Research article 898 (OBS 898)

<b>Module credits</b>	90.00
<b>NQF Level</b>	09
<b>Prerequisites</b>	NME 804.
<b>Language of tuition</b>	Module is presented in English
<b>Department</b>	Business Management
<b>Period of presentation</b>	Year

#### Module content

This module equips the student to conduct independent research by executing a research project on a relevant topic, of which the findings are reported in an academic article.

### General Academic Regulations and Student Rules

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. The G Regulations are updated annually and may be amended after the publication of this information.

### Regulations, degree requirements and information

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

### **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 (HEQSF) 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.