

University of Pretoria Yearbook 2025

Strategic communication management 781 (SKO 781)

Qualification	Postgraduate
Faculty	Faculty of Economic and Management Sciences
Module credits	25.00
NQF Level	08
Contact time	1 other contact session per week
Language of tuition	Module is presented in English
Department	Business Management
Period of presentation	Semester 2

Module content

*Only for Postgraduate Diploma in Economics and Management Sciences Option: Integrated Reporting students.

The objective of this module is to provide a conceptualisation of the role of corporate communication in the strategic decision-making process. It also addresses the overlapping and complementary areas of communication management with other fields of study in the management sciences.

Some of the topics that you will be introduced to are:

- * The corporate communication manager's contribution to strategic management
- * The role of communication management in the identification and management of strategic issues in the internal, task and macro environment of the organisation
- * The positioning and introduction of a corporate communication strategy
- * How the strategic management of communication can assist in achieving corporate goals such as innovation (by creating a culture of creativity), productivity, rationalisation, a new corporate culture, and global competitiveness
- * The crucial role of communication management in identifying and managing strategic stakeholders and problematic publics
- * The responsibility of corporate communication in identifying and changing asymmetrical worldviews in the organisation
- * Important research in the field
- * The experience of and relationships with top management.

Module evaluation is continuous and includes individual class tests, group presentations, projects and participation in class discussions.

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.