

Course Content

Students in the BA Honours (Corporate Communication) must complete a minimum of 120 credits for the year, of which 50 credits are compulsory core modules.

Core Modules

- ❖ Media Research Methodology: LMC401
- ❖ Treatise: LMC425
- ❖ Corporate Communication: LMC428
- ❖ Elective Modules

Elective Modules

Students must choose two elective modules from the list below:

- ❖ Communication Studies: LMC429
- ❖ Brand Communication: LMC430
- ❖ Critical Approaches to Media Design: LMC417
- ❖ New Media Cultures: LMC419
- ❖ African Media Contexts: LMC427
- ❖ Internship and Work-based Learning: LMC403

DURATION OF STUDY

A minimum of one year for full-time candidates and two or three year for part-time students depending on module selection.

Enquiries

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Introduction

Nelson Mandela Metropolitan University (NMMU) is a university for tomorrow – we nurture innovation, foster creativity, embrace technology and develop people to meet the challenges of the world of tomorrow. At NMMU we unlock people’s futures. We help them to reach their full potential and realise their dreams and aspirations.

The School of Language, Media and Culture in which the Department of Journalism, Media and Philosophy is housed, is focused on the inter-related disciplines of media studies, language, communication and cultural studies. Its multi-faceted programmes offer a creative and diverse choice for students at undergraduate and postgraduate level and its strong industry ties mean that curricula are informed by industry expertise as well as the vital critical-theoretical foundation of the disciplines.

COURSE DESCRIPTION

The BA Honours (Corporate Communication) will provide students with specialized knowledge of the subject content and understanding of theories related to the study of communication, organisational communication and corporate communication.

Although the focus is on critical analysis of communication, the programme will deliver graduates who, through acquired critical insight into the function of corporate communication, will be able to research specific planning and intervention strategies in an applied context.

Through this, graduates will be able to make applied scientific and strategic contributions to the practice of corporate communication in service of a democratic South African society.

The core modules in Media Research Methodology (LMC401) and the Treatise (LMC425) contribute to the ability of the students to acquire wide-ranging, advanced and specialised knowledge and research capabilities within and across the field of Corporate Communication, Communication Studies, Brand Communication; Organisational Communication and New Media and to be able to use a full range of advanced analytical and descriptive instruments in the area of corporate communication theory, communication studies, and branding and brand communication theory and undertake research in various contexts.

The focus of all the modules within the curriculum is on developing the students’ insight into the communication, media and cultural situation in South and Southern Africa and to develop appropriate strategies to engage communication policy and executive realities at a local, as well as international level.

The applied focus is predominant in the modules Corporate Communication (LMC428), Brand Communication (LMC430), Critical Approaches to Media Design (LMC417) and New Media Culture (LMC419) as well as in the Internship and Work-based Learning module (LMC403), which is an elective.

ENTRANCE REQUIREMENTS

Potential students must be in possession of a Bachelor's degree, with Communication and / or Public Relations as a major subject and learning in the relevant specialisation field with an average of 60% at NQF level 7.

A maximum of 20 students will be accepted and preference will be given to candidates with undergraduate studies in public relations, communication or media studies and/ or experience in the field.

Students who do not possess a degree but wish to be admitted to the programme on the basis of recognition of prior learning may be given recognition in terms of the NMMU RPL policy.

CAREER OPPORTUNITIES

The qualification is appropriate for both entry level and mid-career communication professionals in public relations, advertising, branding and other media fields who would like to extend their qualifications in a particular specialization while broadening their critical thinking skills in terms of the function and functioning of corporate communication and mass media.

Graduates could take up positions as brand managers, brand analysts, advertising directors, communications directors and practitioners and other media professionals.