# PhD *Communication Management* (07267282)

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| **Department** | Business Management |
| **Minimum duration of study** | 2 years |
| **Total credits** | 360 |
| **NQF level** | 10 |

## Programme information

The degree comprises the writing of a thesis and a draft article for publication in a recognised scientific journal.

Not all postgraduate programmes are offered every year. Please consult the relevant faculty's student administration concerning the presentation of this programme.

## Admission requirements

1. Relevant master's degree
2. A cumulative weighted average of at least 60% for the master's degree

## Other programme-specific information

The relevant head of department reserves the right to prescribe additional modules/seminars for a candidate.

## Examinations and pass requirements

The thesis should be passed in accordance with the stipulations of General Academic Regulations G50 and G54, as well as a compulsory module in Research Methodology.

## Research information

Refer to General Academic Regulations G50 and G54.

The weight of the research component (thesis (80%) and draft article for publication (20%)) contributes 100% towards the total requirement for the degree. All prescribed modules are prerequisites for the thesis.

The proposal has to be approved by all relevant committees before the candidate can commence with the thesis. The candidate will then continue to work under supervision of his/her supervisor(s) to complete the research and to develop and finalise a thesis according to departmental guidelines and regulations. A candidate, before or on submission of the thesis, must submit at least one draft article for publication in a recognised scientific journal. The draft article should be based on the research the candidate has conducted for the thesis and be approved by the supervisor(s). The draft article is a requirement for the degree to be conferred on the candidate. The candidate has to give advance notice, in the appropriate format, about his/her intent to submit the thesis.

If a candidate fails any of the exemption assessments, the head of the department reserves the right to specify additional modules and to register him/her for EBW 900 (Research proposal) until he/she has met the specified requirements.

The research component comprises the writing of a thesis and a draft article for publication. A two-page outline proposal has to be submitted to the head of the department. Upon approval of the proposal, a supervisor(s) will be appointed. The candidate will work under the guidance of his/her supervisor to develop a detailed research proposal according to the departmental guidelines. The proposal has to be approved by all relevant committees before the candidate can commence with the thesis. The candidate will then continue to work under supervision of his/her supervisor to complete the research and to develop and finalise a thesis according to departmental guidelines and regulations. An oral defence of the thesis may be required as part of the final examinaton.

# Curriculum: Year 1

## Core modules

Thesis: Communication management 995 (KOB 995) - Credits: 360.00

# Curriculum: Final year

## Core modules

Thesis: Communication management 995 (KOB 995) - Credits: 360.00

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**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.