**BA Majoring in Strategic Communication (Phased in 2020)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **First year** | **NQF credits** | **Second Year** | **NQF credits** | **Third year** | **NQF credits** | **Semester modules** |
| Major 1A & 1B | 32 | Major 2A&2B | 32 | Major 3A&3B | 44 | 6 |
| Major 1A & 1B | 32 | Major 2A&2B | 32 | Major 3A&3B | 44 | 6 |
| Elective 1A&1B | 32 | Elective 2A&2B | 32 | Elective 2A&2B | 32 | 6 |
| Elective 1A&1B | 32 | Elective 1A&1B or 2A&2B | 32 |  |  | 4 |
| **8 semester modules** | **128** | **8 semester modules** | **128** | **6 semester modules** | **120/132** | **22 semester modules** |

**\*Majors and electives to consider:**

Media and Communication, Philosophy, Industrial Psychology, Sociology, Public Management & Governance; Politics; Marketing Management, Development Studies, Psychology, and Economics.

Strategic Communication 1A: Strategic Communication as a discipline

**Content:**

This module introduces students to the field of strategic communication, including the basic theoretical approaches that will enable them to conceptualise strategic communication. Students are also introduced to other fields that have contributed to the development of strategic communication as a discipline and also to the underlying assumptions. The various strategic communication professional roles are explored and students are familiarised with different worldviews and approaches to knowing and understanding the PR professions community of practice.

**Purpose:**

The purpose of this module is to introduce the discipline of strategic communication and its underlying assumptions.

Strategic Communication 1B: Communities of Strategic Communication Practice

**Content:**

This module introduces the student to the concept of communication convergence within the context of the African media landscape and the South African socio-political media context. Students are introduced to current and new contexts and communities of strategic communication practice, as well as key trends that influence practice. L earners are introduced to a variety theoretical perspectives that inform the identification key consumer trends, and how these are shaped by the 4th industrial revolution. This module also encourages students to reflect on the implications of these trends for 21st century strategic communication practice. Students are also introduced to how research can be used to understand various contexts of practice, and how research informs the understanding and use of strategic communication.

**Purpose:**

The purpose of this module is to introduce students to the African media landscape and to identify the social-political challenges to strategic communication practice within the context of the 4th industrial revolution.

Strategic Communication 2A: Stakeholder engagement

**Content:**

This module introduces students to the concept of stakeholders and the key shifts that have occurred in recent years, including a shift from stakeholder management to stakeholder engagement. Different models for stakeholder mapping are introduced to enable the identification and application of the most effective communication strategies, including virtual stakeholder engagement. It also looks at organisational contexts and dynamics with a focus on employee engagement and organisational change. Students are introduced to the research that has to be conducted to inform this field on an ongoing basis and to remain informed on power shifts resulting from the collaborative turn.

**Purpose:**

The purpose of this module is to introduce students to the concept of stakeholders and  to increase students' knowledge of the most recent shifts in stakeholder theorising that is conducive to effective stakeholder communication.

Strategic Communication 2B: Employee engagement

**Content:**

This module will develop and enhance the students understanding of the role of internal communication in enhancing strategic employee engagement. Selected theories dealing with important concepts such as employee value proposition, trust, diversity organisational inclusion, leadership, organizational culture and organizational change will be discussed to contextualise communication in the workplace. The module incorporates development of practical skills related to the ability to develop and design communication initiatives that have strategic value in the context of communicating with the internal stakeholders.

**Purpose:**

The purpose of this module is to expose the learner to contemporary approaches to the use of internal communication for strategic employee engagement.  The module will provide insights into the complex nature of employer-employee relationships.

Strategic Communication 2C: Brand communication

**Content:**

This module introduces students to branding and brand concepts with the purpose of understanding how to manage brands and brand risks. The content introduces the learner to brand and brand communication, and the processes of creating brand perceptions, establishing brand meaning, purposeful brand engagement, creating purposeful brand experiences, idea generation and crafting of innovative brand-business solutions. It also investigates the role of the brand custodian as strategic communication specialist and the skills required to create iconic brands Related  concepts such as brand crisis and failures are explored to equip students with the critical skills required for brand image repair and brand apologies. Concepts pertaining to organisational change and social change are explored within the framework of brand activism. Research forms a key component of this module and relevant methodologies are introduced and applied. Students are also introduced to concepts such as generational theory and brand touchpoints.

**Purpose:**

This module introduces students to brand concepts with the purpose of managing them and their reputations

Strategic Communication 2D: Digital communication

**Content:**

The content of this module is aimed at providing a theoretical understanding and developing the practical ability in the strategic use of digital communication, and how this relates to the disciplinary field of strategic communication. The module offers an overview of how the Fourth Industrial Revolution (digital economy) is changing the strategic communication landscape. It will demonstrate how digital communication adds value to different types of organisations and businesses. Based on current digital trends, students are equipped to formulate a data-driven digital strategy using relevant platforms such as social media, mobile, apps, websites and video to engage various stakeholders.

**Purpose:**

To provide a sound understanding of digital communication, and its relationship to Strategic Communication.

Strategic Communication 3A: Strategic insights

**Content:**

The content of this module introduce students to the latest theorising on strategic thinking, the difference between modern and postmodern thinking, and the value of multi-paradigmatic thinking. Emphasis is placed on the generation of insights, and the research topics and methods that are required to remain relevant in dynamic contexts of practice. Related concepts such as big data, strategic positioning and scenario planning are introduced to broaden the understanding of strategy. Reflection is introduced as a strategic process that develops students evaluation skills within a context that conceptualises strategy as emergent (compulsory for Strategic Communication major).

**Purpose:**

The purpose of this module is to build on students' knowledge of strategic communication by introducing them to the most recent concepts from a multi-paradigmatic perspective.

Strategic Communication 3B: Sustainability leadership

**Content:**

This module explores the concept of purpose-led organisations and provides an understanding of how leadership, sustainability and shared value creation is accomplished within communicatively constituted organisations through the processes of sense giving and sense making. This module will develop and enhance the students understanding. of how purpose-led organisations can shape and transform social realities and drive social change. Ethics and accountability are explored within the context of social responsiveness, civic communication and activism (compulsory for Strategic Communication major).

**Purpose:**

The purpose of this module is to enhance the students' knowledge and understanding of  a purpose-led organisation, and how it is  communicatively constituted through processes of sense giving and sense making to transform social realities and drive social change.

Strategic Communication 3C: Campaign Development

**Content:**

This module uses a project based approach to consolidate and further develop contextual strategic communication skills within various strategic communication contexts and communities of practice e.g. government, not for -profit organisations, communities and small, medium or big business. This module incorporates real-life complex strategic communication problems that students must resolve through the use of industry relevant skills such as strategic and critical thinking, creative conceptualisation, branding, writing, problem solving, teamwork and transdisciplinary collaboration. It employs authentic client briefs, industry collaboration, and applied research to strategically identify and provide solutions to selected social and/or business problems. This project based approach incorporates a collaborative learning process that offers students an authentic team-based learning experience.

**Purpose:**

To develop and consolidate contextual strategic communication skills for the execution and implementation of a communication strategy

Strategic Communication 3D: Content creation and storytelling

**Content:**

This module introduces students to the concept of strategic brand narrative by critically reflecting on the difference between narrative and story, and processes of creation and co-creation. It explores the notion that narrative cuts across genre, substance, form, culture, class, gender, history, disciplines and theories. Brand narrative and its strategic use will be explained in order to provide an understanding of how emotional and logical touchpoints allow for sense-making through brand storytelling.  The relevance of story structure on emotion, narrative transportation and persuasion will be considered in relation to relevant brand case studies.

**Purpose:**

To analyse strategic brand narrative and the social codes that influence the creation and co-creation of content that supports the strategic brand narrative.