



Advanced Diploma in Communication Management

Qualification code: A7001Q

Frequently Asked Questions

This document aims at answering questions you may have about enrolling for the Advanced Diploma in Communication Management in the Department of Strategic Communication. For more information, please also visit the Postgraduate website [here](#).

The qualification will be offered on our Bunting Road campus.

What is an Advanced Diploma in Communication Management?

The Advanced Diploma in Communication Management is a one-year qualification. It provides students who completed a diploma or degree in public relations, communication management and other communication related qualifications with an opportunity to acquire professional knowledge and skills for a career in public relations and communication management.

This qualification allows for access to the Bachelor of Arts Honours majoring in Strategic Communication (NQF level 8) offered within the Department of Strategic Communication or other relevant NQF level 8 qualifications such as postgraduate diplomas.

The purpose of this qualification is for a student to develop the competence to strategically analyse, plan, apply and evaluate communication management in diverse contexts. Students will be prepared to develop innovative, professional, and globally recognised solutions to address strategic communication (focussing predominantly on communication management and public relations) challenges relevant to the South African context as well as addressing global communication management developments.

Compulsory modules include the following four:

- Issues in Strategic Communication Management
- Stakeholder Management
- Communication Leadership and Change
- Digital Context

Do I need to attend class?

Yes, class attendance is compulsory, however we are implementing a hybrid learning model whereby students can attend class online or on campus.

Classes take place on Tuesday and Thursday evenings, from 5pm to 8pm. You will receive your timetable after registration.

Make sure that you get the necessary written consent from your line manager at your workplace before you register. You will probably need to leave the office a little earlier to be in time for class.

To assess outcomes, a combination of online and on campus assessments take place. These include tests, assignments, case studies, and/or projects and exams. Students must be present for assessments that are scheduled to be evaluated on campus.

Is this qualification offered part-time or full-time?

The Advanced Diploma in Communication Management is offered as a full-time or part-time qualification. If you enrol as full-time student, then you must complete the four modules in one year and if you enrol as part-time student then you will have two years to complete the four modules. Full-time students will have two modules each semester and part-time students will have one module each semester. The class times for full-time and part-time students are the same, however part-time students will only have one class per week where full-time students will have two classes.

What do I need to qualify to apply for the Advanced Diploma in Communication Management?

1. You need to have a relevant Communication qualification from a SAQA accredited institution with an exit level six (NQF level 6). It is your responsibility to provide us with proof of accreditation if requested by the selection committee.

Examples of NQF level 6 qualifications offered at UJ included the Diploma in Communication Management and Public Relations, and the BA Degree majoring in Strategic Communication. Completion of these and other qualifications in the same or a relevant field of study or discipline in strategic

communication are suitable when applying for the Advanced Diploma.

2. Academic standards required:
 - In addition to the minimum admission requirements, prospective students must obtain a minimum of 60% average in their final year in a relevant Diploma or BA degree to be admitted to the Advanced Diploma.
 - The discretion of the selection committee may be applied in special cases.
3. The University reserves the right not to admit applicants to a particular programme in accordance with programme-specific selection criteria and other relevant criteria such as:
 - the limitations of enrolments per programme;
 - capping of admissions in terms of the University's approved enrolment plan or professional regulatory requirements;
4. **You need to provide the following as part of your application:**
 - Official academic record from the university where you studied (printouts from the Internet will not be accepted). This document must be certified.
 - If you are still studying and you are busy completing the final year of your diploma or degree, you may be provisionally accepted, based on your marks up to the midyear exam of the year of your application.
 - A certified copy of your ID document.
 - Your most recent CV with contactable references.
5. Applications close on **30 September 2023 at noon**. No late applications will be accepted. Please note that you need to apply online on the website <http://www.uj.ac.za>. **Please note:** only online applications via the website will be accepted. No email applications are accepted.
6. Applicants must be available for an interview if required by the selection committee.
7. **International Students:** Please note we require that you **submit an evaluation from the South African Qualification Authority (SAQA) of your degree to consider your application**. Your application cannot be finalised without a SAQA certificate.

Can I apply for the Advanced Diploma in Communication Management at UJ if I completed a Diploma or Degree at another university?

Yes, if you meet the entrance criteria as stated above. You will need to provide a full academic record issued by the university you attended, showing that you have a strong theoretical grounding in the relevant field/s of Public Relations, Corporate Communication, Marketing Communication, and/or Strategic

Communication and related disciplines.

What do I need to pass a module?

You need a minimum year mark of 50% for each module to pass a module. In addition, all class tests, individual assignments and group assignments are compulsory.

How do I apply and when do applications close for an Advanced Diploma in Communication Management?

Online applications for 2024 open on 1 April 2023 and close on 30 September 2023 at noon. Please click [here](#) to go to our applications website.

Do you have a mid-year intake for the Advanced Diploma in Communication Management? Can I register in June to apply for an Honours?

No, there is only one intake per year, in January.

Is the qualification recognised by SAQA?

Yes. NQF Level 07. SAQA Qualification ID: 108857. Credits: 120

What is a relevant qualification?

You need to have a relevant Communication qualification from a SAQA accredited institution, as an NQF level six (6). It is your responsibility to provide the Department with proof of accreditation, if requested by the selection committee.


If I do not have a diploma or degree in public relations, strategic communication, marketing communication, corporate communication, can I still qualify for an Advanced Diploma in Communication Management?

A potential student should have obtained a Diploma in Public Relations on an NQF level 6 or a BA degree on NQF level 7 from the University of Johannesburg. Candidates from other tertiary institutions should have obtained a Diploma in Public Relations or related fields (NQF level 6) or a BA degree on a NQF level 7 or the equivalent thereof and could apply for admission to the Departmental Academic Board that will evaluate each application individually.

Your undergraduate qualifications need to clearly show that you have a strong theoretical grounding in the field/s of Public Relations, Corporate Communication, Marketing Communication and/or Strategic Communication or related communication fields. Without this you will not qualify for the Advanced Diploma.

Will my work experience be taken into consideration?

These cases are dealt with on an individual ad-hoc basis and may be taken into account in the event where an individual has more than five years' experience in



a relevant industry. However, all other requirements and criteria still need to be met. Please remember to submit your most recent CV with contactable references as part of your application.

Does achieving the minimum admission criteria guarantees a place in the programme?

No, achieving 60% weighted average in the relevant subjects is the minimum requirement for your application to be considered but does not guarantee admission. The Advanced Diploma programme is very competitive and there is a limited number of places each year; preference is given to the highest achieving candidates.

What can I do to improve my academic average in order to qualify?

In the event where an applicant does not meet the 60% average requirement, a qualification registered as NQF level 6 qualification on the National Qualifications Framework (NQF) could be completed and the individual can then re-apply to complete the Advanced Diploma.

If I receive a letter of acceptance, will a place be reserved for me to register until the end of the registration period?

If you are accepted to the programme you need to register as soon as possible, once the UJ registration period begins. The university follows “first come, first serve” registration policy, which means that if the places in the programme are filled up before the end of the registration period, the registration for the programme is closed.

Therefore, once your application has been approved and you have been finally accepted, you are urged to register at your earliest convenience, pay the registration fee, and send us proof of registration to secure your place.

Once capacity has been reached and we are full, registration will be closed for our Advanced Diploma qualification. Should you still want to study with us, we advise you to apply again the following year.

How much does the qualification cost?

In 2023 the total fee for the qualification, excluding textbooks and accommodation was R30 280. The fees for 2024 have not been confirmed, however they will be available on the UJ website once confirmed.

Are any bursaries available?

Please consult the Fees and Bursaries page which can be found [here](#) on the UJ website.



Why can I contact if I have additional questions?

For enquiries, email Melanie Joubert: mjoubert@uj.ac.za.