



Honours in Strategic Communication

Frequently Asked Questions

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

What do I need to qualify to apply for an Honours degree in Strategic Communication?

1. You need to have a relevant Communication qualification from a SAQA accredited institution with an exit level seven (NQF level 7), which must include Research Methodology at an undergraduate level. It is your responsibility to provide us with proof of accreditation if requested by the selection committee.
2. Academic pass rate:
 - Over the period of the three years of study, an average pass rate of 65% in Communication or Communication related subjects;
 - or
 - At least five years of experience in the field where candidates have a final mark of less than 65%, but more than 60% in their Communication subjects.
 - The discretion of the selection committee may be applied in special cases.
 - Please note that achieving the minimum requirement does not guarantee admission to the course.

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

No, achieving 65% weighted average in the relevant subjects is the minimum requirement for your application to be considered but does not guarantee admission

(see point 3 above) The BA Strategic Communication Honours programme is very

competitive and there is a limited number of places each year; preference is given to the highest achieving candidates.

The University reserves the right not to admit applicants to a particular honours 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;

What documents do I need in order to apply?

You need to provide the following as part of your application:

- Official academic record from the relevant university (printouts from the Internet will not be accepted).
- If you have not completed your degree yet, 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.

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.

Applicants must be available for an interview if required by the selection committee.

When do applications close?

Applications close on **31 October 2022 at noon.** No late applications will be accepted. Please note that you need to apply online on the website <http://www.uj.ac.za> or complete a hard copy of the application and submit it at the UJ Enrolment Centre. **Please note:** only online applications via the website will be accepted. No email applications are accepted.

Which modules are compulsory and which are electives for the Honours degree in Strategic Communication?*

The compulsory modules include:

- Research Essay: Strategic Communication (SCM8X05)
- Strategic Communication (SCM8X06)

- Applied Strategic Communication (SCM8X07)
- Communication Management (SCM8X04)

There are three elective modules from which students need to select one (1) only:

- Communication, Media and Society (CMS8X12)
- Communication and Social Change (CMS8X10)
- Contemporary Issues in Communication (CMS8X11)

****Please note that the department is currently undergoing a re-curriculisation process of the Honours programme and thus the above mentioned information may differ for 2023. As soon as this process is completed updated information will be provided to applicants.***

When do lectures take place?

Lectures take place from Monday to Thursday. Lectures for the elective modules are from 16h00 to 18h00. Lectures for the compulsory modules are from 15h30 to 17h30 or at the discretion of the lecturer, but will not be held earlier than 15:30. Class attendance is compulsory.

Is an Honours degree in Strategic Communication a full-time or part-time qualification?

The degree can be completed on a full-time (1 year) or part-time basis (2 years). Full-time students register for all five modules and complete these modules within a year.

Part-time students complete the degree over two years. The subjects taken within the first and second year of study will be as follows:

First year:

- Elective
- Communication Management (SCM8X04)

Second year:

- Research Essay: Strategic Communication (SCM8X05)
- Strategic Communication (SCM8X06)
- Applied Strategic Communication (SCM8X07)

Please note that the acceptance to the Honours programme for working students is subject to a letter of the student's employer stating that the employer agrees to support the candidate in the completion of their studies. We recommend that working students chose

part-time study option.

Can I apply for the Honours degree in Strategic Communication at UJ if I completed my 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 field/s of Corporate Communication/Marketing Communication/Public Relations and/or Strategic Communication.

What do I need to pass the module?

You need a minimum of 50% year mark after completion of the examination 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 Honours degree in Strategic Communication?

Online applications for 2023 open on the first Monday of April 2022 and close on 31 October 2022. Please see the website for more detail: <https://www.uj.ac.za/>

Do you have a mid-year intake for the Honours degree in the Department of Strategic Communication? Can I register in June to apply for an Honours?

No, there is only one intake per year.

Is the Honours degree in Strategic Communication recognised by SAQA?


Yes. SAQA ID: 96967. NQF level: 8. Credits: 120. Programme code: H7045Q

What is a relevant qualification?

You need to have a relevant Communication qualification from a SAQA accredited institution, which must include Research Methodology at undergraduate level registered as an NQF level seven (7). It is your responsibility to provide the Department with proof of accreditation, if requested by the selection committee.

If I do not have a degree in communication with marketing communication/public relations/corporate communication, can I still qualify for an honours degree in Strategic Communication?

Your undergraduate qualifications need to clearly show that you have a strong theoretical grounding in the field/s of Corporate Communication/Marketing Communication/Public Relations and/or Strategic Communication or related communication fields. Without this



you will not qualify for the Honours degree in Strategic Communication.

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.

How is the academic average calculated?

The applicant needs a 65% average for all the Communication or Communication related subjects in the undergraduate qualification completed. The first year Communication subject contribute 20% towards the calculation, the second year, 30% and the 3rd year 50%. In cases where a student with a BTech or an Advanced Diploma applies, the average of all qualification's marks are considered.

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

In the event where an applicant does not meet the 65% average requirement, a postgraduate qualification registered as NQF level 7 qualification on the National Qualifications Framework (NQF) could be completed and the individual can then re-apply to complete the Honours degree in Strategic Communication.

A suitable qualification is the Advanced Diploma in Communication Management, is offered on our Bunting Road campus. Please check the UJ website for more details

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 Honours qualification. Should you still want to study with us, we advise you to apply again the

following year.

Can I qualify for honours with a BTech qualification?

The minimum requirement for the Honours degree in Strategic Communication is an exit level seven (NQF 7) qualification. You may qualify to apply for the Honours degree in Strategic Communication if your qualification is registered as NQF level 7 qualification and if the relevant courses have been completed. Please note that Research Methodology is one of the compulsory subjects that have to be completed on an undergraduate level.

How much does the qualification cost?

Please consult the Fee Book which can be found [here](#) on the UJ website:

Are any bursaries available?

Please consult the Fees and Bursaries page which can be found on the UJ website: <https://www.uj.ac.za/faculties/humanities/Pages/Fees-and-Bursaries.aspx>

For enquiries, email: stratcommadmin@uj.ac.za. Send us proof of your application to help us track your application. Once you have been approved, we also ask that you send us proof of your registration. Please note that applications are only processed once applications have closed. There are limited spaces available and the best performing students are considered first. Remember, you cannot register unless we have already approved your application.