



Master's Degrees in Strategic Communication

Frequently Asked Questions

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

Before you apply, please also read the processes and requirements for postgraduate students on the [UJ website here](#).

1. What are the requirements to register for a Master's degree in the Department of Strategic Communication?

The minimum admission requirement for a master's programme is a qualification at NQF Level 8, an honours qualification, a four-year 480 NQF credit bachelor's qualification (with a minimum of 96 credits at NQF Level 8), or a postgraduate diploma, in the same or a relevant field of study or discipline in strategic communication. A minimum average of 65% is required in preceding qualifications

The University reserves the right not to admit applicants to a particular master's 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;
- the inability to identify an appropriate supervisor within the University.

Renewal of registration for a minor dissertation or dissertation is required every year in January. The renewal of students' registration for a master's programme is subject to

satisfactory progress. If students' progress is unsatisfactory, the Faculty Board may decide to terminate their registration for the master's programme.

Please provide the following when applying:

- Official academic record from the relevant university (printouts from the Internet will not be accepted);
- A certified copy of your ID document.

Applications close **12:00 on 30 October 2020**. No late applications will be accepted.

Please note: 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. Online applications via the website are preferable. **Please note:** No email applications are accepted.

Students can apply for one of the following:

- Research Master's in Corporate or Marketing Communication; or
- Coursework Master's in Strategic Communication

2. What are the requirements to apply for a Research Master's in Corporate or Marketing Communication?

In order to consider your application for the research-based Master's in Corporate or Marketing Communication please prepare a two-page research proposal to submit with your application:

1. Proposed title of the research study;
2. Justification for conducting the study (what is the real life problem this study is addressing and who can benefit from it?). Cite relevant literature and studies conducted;
3. Proposed research question and sub-questions;
4. Proposed theoretical perspective/paradigm (with relevant sources cited);
5. Proposed research methodology (with relevant sources cited); and
6. Reference list

Acceptance for the research Master's is subject to approval of your two-page proposal.

2.1 Proposal Phase: Pre-Registration for a Research Master's

Research Master's students need to register for the Proposal Phase: Pre-Registration prior to formally registering for the degree itself. During the pre-registration period a student

will have limited access to university resources such as the library.

This affords the prospective student six months from the date of registration to work on the proposal, with full library access, at a greatly reduced cost, prior to registration for the degree. Once the proposal is ready in six months the student will be converted to full registration and the proposal will be submitted for review to the different levels of the higher degree committees. If the proposal is not submitted within the first six months of the registration the student is required to submit within the first three months of the next academic year once fully registered.

Students who fail to meet the pre-registration requirements will not be given a second chance. In order to qualify for formal registration, the student must have complied with all the conditions for progression.

The core output of a research master's programme is a dissertation in the form of a written document in an appropriate format. The dissertation may consist of a collection of articles or essays, as governed by the UJ guidelines on Theses or Dissertations in Article or Essay Format. In the case of a research master's programme, the Faculty Rules and Regulations determine whether the successful completion of a research dissertation is the sole academic requirement for the qualification, or whether the successful completion of both a research dissertation and an oral assessment opportunity is required.

In addition to the required dissertation, each research master's candidate must submit to the supervisor at least one piece of work in a format suitable for submission to a peer reviewed publication, with a view to possible publication. Authorship of such an article is guided by the UJ Guidelines Authorship: Research Output.

3. What is a Coursework Master's in Strategic Communication?

The Coursework Master's degree in Strategic Communication is an advanced and structured study programme over two/three years. During the first year, several compulsory classes are held. These classes usually take place from 4pm to 7pm two to three times per month. You will receive these time tables after registration.

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

Examinations take place at the end of the first year. In addition, a minor dissertation on an approved topic of limited scope is completed and submitted for examination. The two year modules and minor dissertation each represent 50% of the final mark, and must be passed independently.

Compulsory modules include the following:

Coursework Master's first year modules:

Issues in Strategic Communication Practice (SCM9X09)
Issues in Strategic Communication Theory and Research (SCM9X10)
Minor dissertation first semester (SCM9X01)
Minor dissertation second semester (SCM9X02)

Coursework Master's Second year module:

Module	Semester 1	Semester 2
Minor dissertation	SCM9X01	SCM9X02

4. How much time to I have to complete my Master's degree?

Students register for a Master's programme full time or part time. The maximum period of registration for a master's programme is two years full time or three years part time. The minimum duration of a Master's programme is one academic year.

Full time studies: We recommend that those of you who have jobs and work commitments register to study full time as it gives you more time to complete your studies.

Part time studies: If you are not working and you can dedicate all your time to your studies, we recommend that you register to study part time which only gives you two years to complete your studies. Likewise, when applying for a bursary, application conditions usually require that you are registered as a full-time student.

A Master's degree can only be awarded with a distinction if the degree was completed within the maximum period allowed for a master's study.

Other frequently asked questions:

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

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

What is required from International students and South African students with overseas qualifications?

Please note we require that you submit an *evaluation from the South African Qualification Authority (SAQA)* of your degree (an equivalent of a NQF 8 qualification) to consider your application to the University of Johannesburg. Your application cannot be accepted without a SAQA certificate. Support is provided for international students to help you with registration and other matters relating to your studies. Visit the website of the [International Office here](#).

South African students with international qualifications are also required to submit a SAQA certificate.

Can I apply for a Master's degree in the Department of Strategic Communication at UJ if I completed my degree at another university?

Yes, if you meet the entrance criteria, which is the completion of a NQF level 8 qualification (usually Honours level qualification) in Corporate or Marketing Communication or a related field. The entrance requirement for Master's level studies is an average of 65% or higher obtained for prior degree/s.

How do I apply and when do applications close for a Master's degree in the Department of Strategic Communication?

Online applications for 2021 open on the first Monday in April 2020 and closes on 30 October 2020. Please refer to the website for more information: <https://www.uj.ac.za/>

What do I need to pass a Master's degree in the Department of Strategic Communication?

Coursework marks and minor dissertation each count 50% of the final mark for the degree. You need to obtain a mark of 50% or higher to pass this qualification.

Is the Master's degrees in Strategic Communication recognised by SAQA?

MA Strategic Communication (Course Work)


SAQA ID: Pending. NQF level: 9. Credits: 180. Programme code: M7066Q

MA Corporate Communication

SAQA ID: 73947. NQF level: 9. Credits: 256. Programme code: M7016Q

MA Marketing Communication

SAQA ID: 73959. NQF level: 9. Credits: 256. Programme code: M7039Q



The research Master's programmes in Corporate and Marketing Communication is in the process of being replaced with an MA in Strategic Communication (Research Dissertation).

What is a relevant qualification?

You need to have a relevant qualification from a SAQA accredited institution with the qualification registered on a NQF level 8. The qualification needs to indicate 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. You should also have completed Research Methodology at an undergraduate and/or postgraduate level.

It is your responsibility to provide us with proof of accreditation, if requested by the selection committee.

South African students with international qualifications are also required to submit a SAQA certificate.

Can I still qualify for a Master's degree in the Department of Strategic Communication if I do not have a relevant degree in Communication, which covered Marketing Communication/Public Relations/Corporate Communication or related fields?


Without a sound disciplinary foundation, you will find it very difficult to master the content of the Master's degree program. The qualification has a capped intake and individuals are accepted based on academic merit.

Will my work experience be taken into consideration?

If you achieved a mark below 65%, but above 60% average for the communication, at least five years' experience in a relevant industry can be taken into consideration, but you still need to meet the other criteria, such as a relevant degree from an accredited institution. Please note that these are considered as individual cases and managed on an ad-hoc basis.

What can I do to improve my academic average so that I can qualify?

In the event where an applicant does not meet the 65% average requirement, a postgraduate qualification registered as a NQF level 8 qualification on the National Qualifications Framework (NQF) could be completed at another institution. Please note



that relevant subjects related to Marketing Communication, Corporate Communication, Public Relations, Strategic Communication and/or related fields need to be completed of which one is Research Methodology. The individual can then re-apply at a later stage again (during a next academic year) to complete the Master's in Strategic Communication.

The Department of Strategic Communication does not currently have any bridging courses in place to address the issue of completing alternative courses to improve academic averages.

What can I do to qualify for the Master's degree in department of Strategic Communication if I do not have the relevant disciplinary base?

The complexity of the degree requires that the individual has a thorough theoretical grounding in the fields of Marketing Communication, Corporate Communication, Public Relations, Strategic Communication and/or related fields. In the event where this is not the case, it is recommended that the individual rather consider a qualification in Strategic Communication registered on a lower NQF level i.e. Advanced Diploma or Honours to obtain the relevant subject knowledge.

Can I qualify for Master's with a M.Tech qualification?


The minimum requirement for a Master's degree in the Department of Strategic Communication is an exit level eight (NQF level 8) qualification. You may qualify to apply for a Master's in the Department of Strategic Communication granted that the qualification is registered as a NQF level 8 qualification and the relevant courses have been completed. Please note that Research Methodology is one of the compulsory subjects that needed to be completed within the previous qualification.

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 Master's



qualifications. Should you still want to study with us, we advise you to apply again the following year.

How much does the qualification cost?

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

Are any bursaries available?

Several bursaries are available which can be found [here on the UJ website](#).

For enquiries, email: stratcommadmin@uj.ac.za. Send us proof of your application to help us track your application.

You can only register and pay your registration fee in January 2021, once your application has been approved and you have been finally admitted, pending space availability. Once your application has been approved, we will issue you with the necessary approval letter to state that your application has been successful following the 30 October 2020 application deadline. Thereafter, pending space and capacity availability, you may receive a final admission letter that will allow you to register for either the Proposal Phase: Pre-Registration or the Coursework Master's degree. Remember, you cannot register unless we have already approved your application.