

# ADVANCED DIPLOMA IN INTEGRATED COMMUNICATION

Qualification code: ADIC20 - NQF Level 7 (120 credits)

SAQA ID: 111208, CHE NUMBER: H/H16/E172CAN

Campus where offered:

Soshanguve North Campus

## REMARKS

a. *Admission requirement(s):*

A Diploma in Integrated Communication, **or** a National Diploma: Business Communication or International Communication or Public Relations Management (or related field of study), **or** a bachelors' degree in International Communication (or related field of study), **or** an equivalent qualification at NQF Level 6 with a minimum of 360 credits.

Holders of any other equivalent South African or international qualification may also be considered, see Chapter 1 of Students' Rules and Regulations.

b. *Selection criteria:*

Admission is subject to selection. Prospective students will be evaluated based on the marks obtained in the previous qualification and/or work experience. Acceptance is subject to available capacity according to the Student Enrolment Plan (SEP). Applicants will be informed of their status per official letter from the Office of the Registrar, alternatively, they can check their application status on the TUT website, [www.tut.ac.za](http://www.tut.ac.za).

c. *Recognition of Prior Learning (RPL), equivalence and status:*

See Chapter 30 of Students' Rules and Regulations.

d. *Intake for the qualification:*

January only.

e. *Presentation:*

Block-mode classes offered on Saturdays.

f. *Minimum duration:*

One year.

g. *Exclusion and readmission:*

See Chapter 2 of Students' Rules and Regulations.

## CURRICULUM

### ATTENDANCE

CODE	MODULE	NQF-L	CREDIT
CSR107V	Communication Science and Practice IV	(7)	(30)
IRC107V	Introduction to Research Methodology	(7)	(30)
MER107V	Media Practice IV	(7)	(30)
<b>plus one of the following modules:</b>			
AMC107V	Advertising and Marketing Communication III	(7)	(30)
ICO107V	International Communication III	(7)	(30)



POC107V Public Relations and (7) (30)  
Organisational Communication III

TOTAL CREDITS FOR THE QUALIFICATION: 120

## MODULE INFORMATION (OVERVIEW OF SYLLABUS)

The syllabus content is subject to change to accommodate industry changes. Please note that a more detailed syllabus is available at the department or in the study guide that is applicable to a particular Module. On 30 October 2019, the syllabus content was defined as follows:

### A

**ADVERTISING AND MARKETING COMMUNICATION III (AMC107V) 1 X 3-HOUR PAPER**  
*(Module custodian: Department of Integrated Communication)*

This module focuses on the role of marketing communication in society. This module introduces students to the analysis of advertising and the role that it plays in society. The module examines the history of advertising and the relationship between advertising and popular culture. A closer look is taken at ethical practice in marketing communication and the challenges in international marketing communication are explored. With cross-disciplinary and interdisciplinary depth, the module explores the cultural dimensions of marketing communication from theoretical perspectives. The module links theory to practice in building ideas that shape research, policy and professional practice. (Total tuition time: not available)

### C

**COMMUNICATION SCIENCE AND PRACTICE IV (CSR107V) 1 X 3-HOUR PAPER**  
*(Module custodian: Department of Integrated Communication)*

This module focuses on theoretical and practical knowledge of communication theories in the corporate communication environment. Students will obtain theoretical and practical knowledge enabling them to compile advanced organisational integrated communication strategies and plans and to evaluate these strategies. (Total tuition time: not available)

### I

**INTERNATIONAL COMMUNICATION III (ICO107V) 1 X 3-HOUR PAPER**  
*(Module custodian: Department of Integrated Communication)*

This module focuses on the role of communications in the international system, and analyses the relation between international communication and international relations. With cross-disciplinary and interdisciplinary depth, it explores the cultural, geopolitical and economic dimensions of international communication from theoretical perspectives. The module links theory to practice in building ideas that shape research, policy and professional practice. (Total tuition time: not available)

**INTRODUCTION TO RESEARCH METHODOLOGY (IRC107V) 1 X 3-HOUR PAPER**  
*(Module custodian: Department of Integrated Communication)*

This module introduces the research process. After completion of the module, students will be able to demonstrate an ability to select an appropriate research mode of enquiry and will be able to analyse and interpret research data, including basic statistical analysis. (Total tuition time: not available)

### M

**MEDIA PRACTICE IV (MER107V) 1 X 3-HOUR PAPER**  
*(Module custodian: Department of Integrated Communication)*

This module explores current and relevant media theories and context. It addresses media management and policies as an essential skill for the integrated communication practitioner in a postmodern, de-colonised society. This module also addresses media ethics to ensure ethical integrated communication practice. As part of developing a sound theoretical and practical media practice knowledge, students will also develop the skill of media content analysis, media production and media planning. (Total tuition time: not available)



**PUBLIC RELATIONS AND ORGANISATIONAL  
COMMUNICATION III (POC107V)****1 X 3-HOUR PAPER*****(Module custodian: Department of Integrated Communication)***

This module builds on the course work covered in Public Relations and Organisational communication and equips students with the knowledge and skills required to address communication issues that are both internal and external to the organisation. Theory is extended to an in-depth practical application with a specific focus on public relations strategy and communication management. (Total tuition time: not available)

