

# DIPLOMA IN INTEGRATED COMMUNICATION

## Qualification code: DPIC20 – NQF Level 6 (360 credits)

SAQA ID: 115293, CHE NUMBER: H/H16/E118CAN

Campus where offered:

Soshanguve North Campus

### REMARKS

a. *Admission requirement(s) and selection criteria:*

• **APPLICANTS WITH A SENIOR CERTIFICATE OBTAINED BEFORE 2008:**

**Admission requirement(s):**

A Senior Certificate or an equivalent qualification with a C symbol at Higher Grade or a B symbol at Standard Grade for English.

**Selection criteria:**

To be considered for this qualification, applicants must have an Admission Point Score (APS) of at least **20**.

• **APPLICANTS WITH A NATIONAL SENIOR CERTIFICATE OBTAINED IN OR AFTER 2008:**

**Admission requirement(s):**

A National Senior Certificate with a bachelor's degree or a diploma endorsement, or an equivalent qualification, with an achievement level of at least 4 for English (home language or first additional language), 3 for Mathematics or Technical Mathematics, or 4 for Mathematical Literacy. Preference will be given to applicants with a score of 5 or more for English.

**Selection criteria:**

To be considered for this qualification, applicants must have an Admission Point Score (APS) of at least **20** (with Mathematics or Technical Mathematics) or **21** (with Mathematical Literacy). Life Orientation is excluded for APS calculation.

• **APPLICANTS WITH A NATIONAL CERTIFICATE (VOCATIONAL):**

**Admission requirement(s):**

A National Certificate (Vocational) with a bachelor's degree or a diploma, or a higher certificate endorsement, with at least 50% for English (home language or first additional language) and 40% for Mathematics or Mathematical Literacy, 40% for Life Orientation (excluded for APS calculation) and 50% for any other three compulsory vocational subjects.

**Selection criteria:**

To be considered for this qualification, applicants must have an Admission Point Score (APS) of at least **20** (with Mathematics) or **21** (with Mathematical Literacy). Life Orientation is excluded for APS calculation.

b. *Assessment Procedures:*

Admission is based on APS score, a selection test and a personal interview. The APS will contribute 20%, the selection test will contribute 50% and the interview will contribute 30% of the final score.

Please take note that all completed applications received within the published due dates will be ranked. After consideration of the Departmental Student Enrolment Plan, only the top ranking applicants will be selected. Once a programme is full, a waiting list will be in place to provide an opportunity for applicants to fill places of those who did not register on time. 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:*  
First two years: day classes. Third year: block-mode classes.
- f. *Minimum duration:*  
Three years.
- g. *WIL (Work-Integrated Learning):*  
See Chapter 5 of Students' Rules and Regulations.
- h. *Exclusion and readmission:*  
See Chapter 2 of Students' Rules and Regulations.

## CURRICULUM

### FIRST YEAR

CODE	MODULE	NQF-L	CREDIT	PREREQUISITE MODULE(S)
15P105X	Communication for Academic Purposes	(5)	(10)	
CPL105X	Computer Literacy	(5)	(10)	
CSR105D	Communication Science and Practice I	(5)	(20)	
FDO105D	Foundations of Organisational Communication	(5)	(20)	
IIC105D	Introduction to Integrated Communication I	(5)	(36)	
INL125D	Information Literacy (block module)	(5)	(2)	
LFS125X	Life Skills (block module)	(5)	(2)	
MER105D	Media Practice I	(5)	(20)	
TOTAL CREDITS FOR THE FIRST YEAR:			<b>120</b>	

### SECOND YEAR

CODE	MODULE	NQF-L	CREDIT	PREREQUISITE MODULE(S)
CMT205D	Communication Through Media and Technology	(5)	(10)	
CMW205D	Communications Law	(5)	(16)	
15P206X	Communication for Occupational Purposes	(6)	(8)	
CSR206D	Communication Science and Practice II	(6)	(25)	Communication Science and Practice I
MER206D	Media Practice II	(6)	(25)	Media Practice I
PJM205D	Project Management	(5)	(16)	

**plus one of the following modules:**

AMC205D	Advertising and Marketing Communication I	(5)	(20)	Introduction to Integrated Communication I
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ICO205D	International Communication I	(5)	(20)	Introduction to Integrated Communication I
POC205D	Public Relations and Organisational Communication I	(5)	(20)	Introduction to Integrated Communication I
TOTAL CREDITS FOR THE SECOND YEAR:			<b>120</b>	

### THIRD YEAR

CODE	MODULE	NQF-L	CREDIT	PREREQUISITE MODULE(S)
CSR306D	Communication Science and Practice III	(6)	(20)	Communication Science and Practice II
MER306D	Media Practice III	(6)	(20)	Media Practice II
WIC316D	WIL (Work-Integrated Learning) (offered in the first- or second semester)	(6)	(60)	Communication for Occupational Purposes Communication Science and Practice II Communication Through Media and Technology Communications Law Media Practice II Project Management
WIC316R	WIL (Work-Integrated Learning) (re-registration) (offered in the first- or second semester)	(6)	(0)	
<b>plus one of the following modules:</b>				
AMC306D	Advertising and Marketing Communication II	(6)	(20)	Advertising and Marketing Communication I
ICO306D	International Communication II	(6)	(20)	International Communication I
POC306D	Public Relations and Organisational Communication II	(6)	(20)	Public Relations and Organisational Communication I
TOTAL CREDITS FOR THE THIRD YEAR:			<b>120</b>	
TOTAL CREDITS FOR THE QUALIFICATION:			<b>360</b>	

### 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. At time of publication, the syllabus content was defined as follows:

#### A

#### **ADVERTISING AND MARKETING COMMUNICATION I (AMC205D)** *(Module custodian: Department of Integrated Communication)*

**1 X 3-HOUR PAPER**

This module introduces the concepts, principles and practices of marketing communication in building brands. Among others, students will examine the various Integrated Marketing Communication tools that are most effective for different marketing communication situations. (Total tuition time: not available)



**ADVERTISING AND MARKETING COMMUNICATION II (AMC306D)****1 X 3-HOUR PAPER*****(Module custodian: Department of Integrated Communication)***

This module builds on the concepts, principles and practices of marketing communication in building brands. Among others, students will examine the various Integrated Marketing Communication tools that are most effective for different marketing situations. Through case studies, students will analyse best practices in implementing IMC by local and international organisations. Students will get a solid theoretical understanding of the field, and apply the knowledge they have gained by an in-depth look at the management of marketing communication (Total tuition time: not available)

**C****COMMUNICATION FOR ACADEMIC PURPOSES (15P105X)****1 X 3-HOUR PAPER*****(Module custodian: Department of Integrated Communication)***

A workable knowledge of English is an essential skill for any graduate who is required to conduct themselves successfully in a professional working environment. This module will equip students with the competencies required to compose a selection of written texts related to communicating both internally and externally within a professional environment. In addition, the module includes strategies that are essential for the effective communication in various situations, including small groups to avoid unproductive conflict, a multicultural context, etc. (Total tuition time: not available)

**COMMUNICATION FOR OCCUPATIONAL PURPOSES (15P206X)****1 X 3-HOUR PAPER*****(Module custodian: Department of Integrated Communication)***

The module is designed to provide students with the skills necessary to engage meaningfully with English in both academic and professional environments. It aims to develop the students' note taking and reading skills, as well as writing skills by exposing them to a selection of written texts related to a specific field of study. On completion, students will have an understanding of the writing process and be able to plan, draft, revise and edit work for clarity, coherence, style and appropriateness. (Total tuition time: not available)

**COMMUNICATION SCIENCE AND PRACTICE I (CSR105D)****1 X 3-HOUR PAPER*****(Module custodian: Department of Integrated Communication)***

This module is designed to give students insight into the subject field of Communication Science and Practice. It provides the basis for knowledge regarding communication science and prepares students to apply the principles of communication science theory in the field of Integrated Communication science and practice. This module also introduces the student to both traditional and new theoretical approaches in the communication sciences discipline with the emphasis on the global society. This module will also create an introductory awareness of the numerous issues facing the South African Communication Practitioner, not only in a South African context, but also within a global context. (Total tuition time: not available)

**COMMUNICATION SCIENCE AND PRACTICE II (CSR206D)****1 X 3-HOUR PAPER*****(Module custodian: Department of Integrated Communication)***

The purpose of this module is to bring about, within the student, an understanding of the inherent connection between communication and many other pillars of modern society, as well as to equip the student with the necessary skills (writing, analysing, and thinking) for use in industry. Students who have successfully completed this module will understand both traditional and new theoretical concepts in the Corporate Communication and Practice field in a rapidly changing global society. They will be aware of the numerous issues facing the South African communications practitioner in the South African context as well as the global environment. (Total tuition time: not available)

**COMMUNICATION SCIENCE AND PRACTICE III (CSR306D)****1 X 3-HOUR PAPER*****(Module custodian: Department of Integrated Communication)***

This module empowers students to apply Communication Theories in the Corporate Communication Environment as well as to ensure that they will be able to design and implement communication strategies and planning. It will also give students a background in the communication methods applied for social change and insight into reputation management and corporate social responsibility and investment. (Total tuition time: not available)



**COMMUNICATION THROUGH MEDIA AND TECHNOLOGY (CMT205D)****1 X 3-HOUR PAPER****(Module custodian: Department of Integrated Communication)**

This module is designed to give students an understanding and knowledge of the importance of media and technology in the success of organisational communication. Students who successfully complete the module will understand the characteristics of media channels and be able to explain how these characteristics influence communication processes. (Total tuition time: not available)

**COMMUNICATIONS LAW (CMW205D)****1 X 3-HOUR PAPER****(Module custodian: Department of Integrated Communication)**

This module focuses on regulating the transfer of information through the computer, internet, cable, satellite, telephone, and wireless communication. Communication law covers several areas, like the South African legal structure and the theoretical background to communications law. High priority issues include the media and democracy, censorship, copyright, defamation, invasion of privacy, new media technology and the regulation of the media. The purpose of this module is to consequently equip students with knowledge of and insight into communication law. (Total tuition time: not available)

**COMPUTER LITERACY (CPL105X)****CONTINUOUS ASSESSMENT****(Module custodian: End User Computing Unit)**

Students have to acquire foundational knowledge in computing fundamentals, essential digital skills in key applications based on MS Office Suite and network basics (i.e. MS Outlook and Internet). Students will do online exams that are mapped with SAQA. (Total tuition time: not available)

**F****FOUNDATIONS OF ORGANISATIONAL COMMUNICATION (FDO105D)****1 X 3-HOUR PAPER****(Module custodian: Department of Integrated Communication)**

Students who completed the module successfully, will understand the concept of organisational communication and the various types of organisational theories and structures. The module also addresses the role of leadership in organisational communication and explores ethical theories and concerns. (Total tuition time: not available)

**I****INFORMATION LITERACY (INL125D)****CONTINUOUS ASSESSMENT****(Module custodian: Directorate of Library and Information Services)**

Introduction of information literacy. Development of a search strategy and application of a search string to search engines and academic databases. Evaluation of information sources. Ethical and legal use of information. (Total tuition time: not available)

**INTERNATIONAL COMMUNICATION I (ICO205D)****1 X 3-HOUR PAPER****(Module custodian: Department of Integrated Communication)**

Students are taught to focus on the role of communication in the international system, and analysis of the relation between international communication and international relations. With cross-disciplinary and interdisciplinary depth, the module explores the cultural, geopolitical and economic dimensions of international communication. The module links theory to practice in building ideas that shape research, policy and professional practice. It includes a spectrum of international studies, including international relations and international politics, international development, regional studies, foreign policy, international economic policy, international environmental policy, international peace and conflict studies, and international organisations. (Total notional time: 200 hours)

**INTERNATIONAL COMMUNICATION II (ICO306D)****1 X 3-HOUR PAPER****(Module custodian: Department of Integrated Communication)**

Students are being prepared to focus on the role of communications in the international system, and analysis of the relation between international communication and international relations. With cross-disciplinary and interdisciplinary depth, the module explores the cultural, geopolitical and economic dimensions of international communication. The module links theory to practice in building ideas that shape research, policy and professional practice. The module includes a spectrum of international studies, including international relations and international politics, international development, regional studies, foreign policy, international environmental policy, international peace and conflict studies, and culture in world affairs. Increasingly, intercultural and international



communication is at the core of the debate on issues such as the global knowledge economy, international development, culture and global communication, international journalism, human rights of information and expression, democracy, international negotiation, cross-cultural communication, and global conflict and cooperation. (Total tuition time: not available)

**INTRODUCTION TO INTEGRATED COMMUNICATION I (IIC105D)**

**1 X 3-HOUR PAPER**

**(Module custodian: Department of Integrated Communication)**

This module includes a spectrum of public relations, advertising and marketing communication and international communication. The objective of the module is to encourage students to make specialised academic and professional contributions to the field and to prepare for a variety of professions at both the national and international levels in diverse arenas of private industry, consultancy, government, media and information sectors, international organisations, non-governmental organisations, and educational and cultural organisations. The module is included in the Formative and Summative Assessment of the programme and contributes to the promotion mark of the qualification. The graduate attributes of the institution expect students to be well-rounded individuals which will demonstrate knowledge, skills and applied competencies. By employing the proper outcomes, assessment methods and level descriptors, students who completed the module successfully, will be able to demonstrate knowledge and understanding in such areas, but not limited to, 1) introduction to public relations, 2) the practice of public relations; 3) integrated marketing communication and brand management and the evolving international system. (Total tuition time: not available)

**L**

**LIFE SKILLS (LFS125X)**

**CONTINUOUS ASSESSMENT**

**(Module custodian: Directorate of Student Development and Support)**

Academic, personal and socio-emotional skills development for students in higher education. Personal and social dimensions address: effective planning and self-management (goal setting and time management); Adjusting to university life (student life, diversity and change); Intra- and interpersonal skills development (conflict management, self-esteem, relationship management); Effective living (healthy living, HIV education, substance abuse); Academic dimension addresses: academic skills for university (e.g. critical thinking, creativity, managing assignments and assessments). (Total tuition time: not available)

**M**

**MEDIA PRACTICE I (MER105D)**

**1 X 3-HOUR PAPER**

**(Module custodian: Department of Integrated Communication)**

The purpose of this module is to introduce students into the world of media as is necessary for Integrated Communication practitioners. (Total tuition time: not available)

**MEDIA PRACTICE II (MER206D)**

**1 X 3-HOUR PAPER**

**(Module custodian: Department of Integrated Communication)**

Students will interact with advanced theories that are part of Media Practice and be able to look more critical at the influence of the media on society. Students who have successfully completed this module will have an understanding of 21<sup>st</sup> century media as well as the key terms and concept in analysing media. (Total tuition time: not available)

**MEDIA PRACTICE III (MER306D)**

**1 X 3-HOUR PAPER**

**(Module custodian: Department of Integrated Communication)**

There has been a major shift in what constitutes the media in recent years and in this module, students will interact more with advanced theories that are part of Media Practice and be able to look more critical at the influence of the media on society. (Total tuition time: not available)

**P**

**PROJECT MANAGEMENT (PJM205D)**

**1 X 3-HOUR PAPER**

**(Module custodian: Department of Integrated Communication)**

This module is designed to give students an understanding and knowledge of the project management life cycle, beginning with the initiation stage, the planning phase, the execution phase, the monitoring and control phase and the project closure phase and the benefits of following the project life cycle phases in delivering successful projects. Students who have successfully completed the module will be able to apply the project life-cycle phases to a given scenario. (Total tuition time: not available)



**PUBLIC RELATIONS AND ORGANISATIONAL  
COMMUNICATION I (POC205D)**

**1 X 3-HOUR PAPER**

***(Module custodian: Department of Integrated Communication)***

The module prepares students to become public relations practitioners who will be able to make effective decisions in a rapidly changing environment. This module is aimed at providing students with a structured programme to refine and develop professional skills. The modules address the nature and practice of public relations and related fields, corporate image and identity, stakeholder relations, public relations research, and planning and managing a communication programme. (Total tuition time: not available)

**PUBLIC RELATIONS AND ORGANISATIONAL  
COMMUNICATION II (POC306D)**

**1 X 3-HOUR PAPER**

***(Module custodian: Department of Integrated Communication)***

The module equips students with the knowledge and skills required to address communication issues that are both internal and external to the organisation. Stakeholder groups demand increasingly more meaningful communication from organisations and the relationship with these groups should be managed proactively. The module is extended to an in-depth practical application of public relations theory with a specific focus on public relations strategy. It includes public relations strategy and planning, public relations and corporate social investment; event management; Information Communication Technology (ICT) and online public relations; change management; investor (financial) relations; and public relations theories and ethics. (Total tuition time: not available)

**W**

**WIL (WORK-INTEGRATED LEARNING) (WIC316D/R)**

**WORK-INTEGRATED LEARNING**

***(Module custodian: Department of Integrated Communication)***

Students are exposed to the implementation of communication activities in a host organisation in industry for a period of six months. Furthermore, they will be applying communication methods, techniques and activities to achieve communication objectives set out by the employer. Communication activities are applied in specific settings for specific stakeholder groups, subject to available budget, human and other resources. Students work under supervision from a workstation at the host employer's office. Responsibility, accountability, punctuality and professional work ethic are mastered in this module. The listed practical work experience moulds the student into a well-rounded Communication Practitioner. In this module, students will be continually aware of and undertake full responsibility for their learning, which will contribute to problem based learning, accountability and leadership qualities and skills. (Total tuition time: not available)

