

NATIONAL DIPLOMA: INTERNATIONAL COMMUNICATION

Qualification code: NDIC03 - NQF Level 6

Campus where offered: Soshanguve North Campus (day classes)
Last year of new intake: 2019
Teach-out (phase-out) date: 31 December 2023

Students registered for this qualification should complete their studies according to the teach-out date prescribed for the qualification, subject to the stipulations of Regulation 3.1.11 and 3.1.13 in the Students' Rules and Regulations.

Information on phased-out programmes can be obtained from the TUT website, www.tut.ac.za.

CURRICULUM

Consult the 2019 Faculty Prospectus for the full contents of the qualification.

SUBJECTS PRINTED IN BOLD ARE NOT FOR REGISTRATION PURPOSES.

FIRST YEAR

CODE	SUBJECT	CREDIT	PREREQUISITE SUBJECT(S)
CSC120T	Communication Science I	(0,200)	
EPR130T	English: Public Relations A	(0,100)	
INR100T	International Relations I	(0,200)	
IWP100T	Introduction to Word Processing I	(0,100)	
MDS100T	Media Studies I	(0,200)	
PRS120T	Public Relations I	(0,200)	

FIRST SEMESTER

ECN12AT Economics IA (0,050)

SECOND SEMESTER

ECN12BT Economics IB (0,050)

TOTAL CREDITS FOR THE FIRST YEAR: **1,100**

SECOND YEAR

CODE	SUBJECT	CREDIT	PREREQUISITE SUBJECT(S)
CSC220T	Communication Science II	(0,200)	Communication Science I Media Studies I Public Relations I
IIT100T	Introduction to International Trade I	(0,100)	
INR200T	International Relations II	(0,200)	International Relations I
MDS200T	Media Studies II	(0,200)	Communication Science I Media Studies I
PRS210T	Public Relations II	(0,200)	Public Relations I Communication Science I Media Studies I

TOTAL CREDITS FOR THE SECOND YEAR: **0,900**



THIRD YEAR

CODE	SUBJECT	CREDIT	PREREQUISITE SUBJECT(S)
CSC310T	Communication Science III		
CSC31PT	Communication Science: Theory III	(0,250)	Communication Science II International Relations II
CSC31QT	Communication Science: Work-Integrated Learning III	(0,250)	Communication Science II International Relations II Media Studies II
INR300T	International Relations III		
INR30PT	International Relations: Theory III	(0,250)	Communication Science II International Relations II
INR30QT	International Relations: Work-Integrated Learning III	(0,250)	Communication Science II International Relations II Media Studies II
TOTAL CREDITS FOR THE THIRD YEAR:		1,000	
TOTAL CREDITS FOR THE QUALIFICATION:		3,000	

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

C**COMMUNICATION SCIENCE I (CSC120T) 1 X 3-HOUR PAPER**

(Subject custodian: Department of Integrated Communication)

As a major subject, this subject forms a theoretical basis for all the other subjects. The aim is to give insight into the importance and scope of communication in the communication field, and to prepare students to apply the principles of communication science theory in the field with regard to organisational communication, intercultural communication and mass communication. (Total tuition time: ± 192 hours)

COMMUNICATION SCIENCE II (CSC220T) 1 X 3-HOUR PAPER

(Subject custodian: Department of Integrated Communication)

Students are informed about and become familiarised with certain theoretical concepts and principles of communication extending the theoretical aspects covered in the first year. Insight and self-application are needed for mastering the theoretical principles. The scope and degree of application will increase during the year, and it will become increasingly important to think independently. (Total tuition time: ± 166 hours)

COMMUNICATION SCIENCE: THEORY III (CSC31PT) 1 X 3-HOUR PAPER

(Subject custodian: Department of Integrated Communication)

The theoretical principles of communication in all its forms are investigated in the South African context. New trends in communication science are investigated through research assignments during the year. (Total tuition time: ± 28 hours)

COMMUNICATION SCIENCE: WORK-INTEGRATED LEARNING III (CSC31QT) WORK-INTEGRATED LEARNING

(Subject custodian: Department of Integrated Communication)

Students complete a minimum of nine months of practical work in the industry. The employer, as well as the University, evaluates the student's progress. (Total tuition time: ± nine months)



E**ECONOMICS IA (ECN12AT)****1 X 3-HOUR PAPER****(Subject custodian: Department of Economics)**

The purpose of this subject is to give students insight into the principles and applications of microeconomics. The core content for this subject includes the problem of scarcity, choice, elasticity, demand and supply utility, efficiency and equity, production and costs, price determination under different market structures: perfect competition, imperfect competition as well as monopoly. Basic calculus and algebra are introduced. (Total tuition time: ± 40 hours)

ECONOMICS IB (ECN12BT)**1 X 3-HOUR PAPER****(Subject custodian: Department of Economics)**

The purpose of this subject is to give students insight into the principles and applications of macroeconomics. The core content for this subject includes measuring macroeconomic performance of the economy, simple Keynesian model, money and banking, fiscal and monetary policy, exchange rates and the balance of payments and introduction to international trade. (Total tuition time: ± 40 hours)

ENGLISH: PUBLIC RELATIONS A (EPR130T)**1 X 3-HOUR PAPER****(Subject custodian: Department of Integrated Communication)**

All aspects of business communication are covered, including business correspondence, reports, memoranda, meeting procedures and important forms of organisational communication. Students also acquire professional communicative and persuasive skills, with the emphasis on the optimal use of language. (Total tuition time: ± 96 hours)

I**INTERNATIONAL RELATIONS I (INR100T)****1 X 3-HOUR PAPER****(Subject custodian: Department of Integrated Communication)**

Communication as practised in an international, state and political context. Different role-players in the international relations field, including interest groups and political systems are investigated. Current affairs are closely monitored and analysed. (Total tuition time: ± 192 hours)

INTERNATIONAL RELATIONS II (INR200T)**1 X 3-HOUR PAPER****(Subject custodian: Department of Integrated Communication)**

International cultures and world religions are studied with the focus on human rights, corporate social responsibility, globalisation, diplomatic practice and foreign policy. (Total tuition time: ± 166 hours)

INTERNATIONAL RELATIONS: THEORY III (INR30PT)**1 X 3-HOUR PAPER****(Subject custodian: Department of Integrated Communication)**

The theoretical principles of international relations are explored in the global context. Aspects of current affairs and world issues are investigated through research assignments during the year. (Total tuition time: ± 28 hours)

INTERNATIONAL RELATIONS: WORK-INTEGRATED LEARNING III (INR30QT)**WORK-INTEGRATED LEARNING****(Subject custodian: Department of Integrated Communication)**

Students complete a minimum of nine months of practical work in the industry. The employer, as well as the University, evaluates the student's progress. (Total tuition time: ± nine months)

INTRODUCTION TO INTERNATIONAL TRADE I (IIT100T)**1 X 3-HOUR PAPER****(Subject custodian: Department of Integrated Communication)**

Various aspects of international trade are studied, including import, export, economic activities and markets. (Total tuition time: ± 96 hours)

INTRODUCTION TO WORD PROCESSING I (IWP100T)**CONTINUOUS ASSESSMENT****(Subject custodian: End User Computing Unit)**

Students have to acquire theoretical knowledge (computing fundamentals) and practical skills as end-users in operating systems and MS Office Suite applications (MS Word, MS Excel, MS Excel Intermediate, MS PowerPoint and MS Access Essentials), graphic design and dealing with the Internet, networks and how to search for information. Students will do online and computer-based tests. The modules are mapped with SAQA and IC3 Essential Skills for Digital Literacy (international certification). (Total tuition time: ± 70 hours)



M**MEDIA STUDIES I (MDS100T)****1 X 3-HOUR PAPER****(Subject custodian: Department of Integrated Communication)**

Media Studies is aimed at teaching practical journalistic skills and giving a thorough knowledge of the media as required by public relations officers in their careers. An overall view is given, with the emphasis on various aspects of the media. It is important that students become attuned to the daily media, such as newspapers, magazines, television and radio. (Total tuition time: ± 192 hours)

MEDIA STUDIES II (MDS200T)**1 X 3-HOUR PAPER****(Subject custodian: Department of Integrated Communication)**

An in-depth focus on and practical application of media techniques are presented. There is a strong focus on the development of media strategies. (Total tuition time: ± 166 hours)

P**PUBLIC RELATIONS I (PRS120T)****1 X 3-HOUR PAPER****(Subject custodian: Department of Integrated Communication)**

Students are trained to become public relations practitioners who will be able to make effective decisions in a rapidly changing environment. This subject is aimed at providing the student with a structured programme to refine and develop professional skills. (Total tuition time: ± 192 hours)

PUBLIC RELATIONS II (PRS210T)**1 X 3-HOUR PAPER****(Subject custodian: Department of Integrated Communication)**

Theory from the first year is extended to an in-depth practical application of public relations theory with a specific focus on public relations strategy. (Total tuition time: ± 166 hours)

