

DIPLOMA IN INTEGRATED COMMUNICATION

Dip (Integrated Communication) - NQF Level 6 (360 credits)

Qualification code: **DPIC20**

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

Campus where offered:

Soshanguve North Campus

REMARKS

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

• **FOR 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**.

• **FOR 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, Technical Mathematics or Engineering Mathematics N3, 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, Technical Mathematics or Mathematics N3) or **21** (with Mathematical Literacy). Life Orientation is excluded for APS calculation.

• **FOR APPLICANTS WITH A NATIONAL CERTIFICATE (VOCATIONAL) AT NQF LEVEL 4:**

Admission requirement(s):

A National Certificate (Vocational) at NQF Level 4 with a bachelor's degree or a diploma, 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 procedure(s):*

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.

- 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. *Exclusion and readmission:*
See Chapter 2 of Students' Rules and Regulations.
- h. *WIL (Work-Integrated Learning):*
See Chapter 5 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)	
INL125X	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:			120	

SECOND YEAR

CODE	MODULE	NQF-L	CREDIT	PREREQUISITE MODULE(S)
15P206X	Communication for Occupational Purposes	(6)	(8)	
CMW205D	Communications Law	(5)	(16)	
CMT205D	Communication Through Media and Technology	(5)	(10)	
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 electives:

AMC205D	Advertising and Marketing Communication I	(5)	(20)	Introduction to Integrated Communication I
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: **120**

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) (first- or second-semester module)	(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) (first- or second-semester module)	(6)	(0)	

plus one of the following electives:

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: **120**

TOTAL CREDITS FOR THE QUALIFICATION: **360**

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)

1 X 3-HOUR PAPER

(Module custodian: Department of Integrated Communication)

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 notional time: 200 hours)



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. (Total notional time: 200 hours)

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 and, a multicultural context. (Total notional time: 100 hours)

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 notional time: 80 hours)

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. (Total notional time: 200 hours)

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

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 notional time: 250 hours)

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 and will enable them to design and implement communication strategies. 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 notional time: 200 hours)

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 notional time: 100 hours)

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

This module covers several areas, such as 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 equip students with knowledge of and insight into communication law. (Total notional time: 160 hours)



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

This module provides 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). Online exams are mapped with End-User Computing: SAQA 49077 (61591) Core Element as well as Internet and Computing Core Certification (IC3). (Total notional time: 100 hours)

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 notional time: 200 hours)

I**INFORMATION LITERACY (INL125X)****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 notional time: 20 hours)

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

This module 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 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. (Total notional time: 200 hours)

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. (Total notional time: 360 hours)

L**LIFE SKILLS (LFS125X)****CONTINUOUS ASSESSMENT****(Module custodian: Directorate of Student Development and Support)**

Personal, socio-emotional and academic skills development for students in higher education. This module includes: 1. Intra- and interpersonal skills (e.g. emotional intelligence, relationships, and conflict management); 2. General study skills (e.g. time management, goal setting, learning styles); 3. Health and wellness (e.g. HIV/AIDS, GBV issues, substance abuse); 4. Student life and adjustment (e.g. identity development, adjusting to a higher education environment); and 5. Financial management. (Total notional time: 20 hours)



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 notional time: 200 hours)

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 21st century media as well as the key terms and concept in analysing media. (Total notional time: 250 hours)

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 notional time: 200 hours)

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 notional time: 160 hours)

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 module addresses 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 notional time: 200 hours)

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, such as meaningful stakeholder relationships. The module is extended to an in-depth practical application of public relations theory with a specific focus on public relations strategy. (Total notional time: 200 hours)

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. (Total notional time: 600 hours)

