



## School of Humanities and Social Sciences



# IIE Bachelor of Arts Honours in Communication

SAQA ID 98032  
NQF Level 8 (minimum 120 credits)



### INTRODUCTION

The IIE Bachelor of Arts Honours in Communication will provide an articulation route for graduates holding a relevant Bachelor of Arts degree or equivalent with communication related modules up to NQF level 7. In line with industry demand, this degree will equip students with deeper insight into and proficiency in some of the core fields in the communication discipline and guide them in applying such knowledge in a particular context.

Due to the fact that communication encompasses such a broad spectrum of themes in inter-disciplinary areas, and since it plays a major role in many sectors such as government departments, businesses, healthcare, media institutions, information technology, non-governmental organisations and in private practice, it is essential to provide a qualification that enables students the opportunity to acquire advanced skills, competencies and knowledge in communication practice.

### ADMISSION REQUIREMENTS

An appropriate Bachelor's Degree with an average of 60% in the final year;

**OR**

An appropriate Advanced Diploma, provided that a 360 credit Diploma or appropriate equivalent has been completed, with an average of 60% in the final year.

Candidates must have completed Journalism, Media Studies, Public Relations, or a Communication-specific discipline at NQF Level 7 and a foundation research module at the undergraduate level, preferably at NQF Level 7. Those who have not completed a foundation research module at undergraduate level will be required to do The IIE Introduction to Research SLP and need to be able to demonstrate an understanding of basic research before they can commence with their research report. Candidates are normally required to have a minimum final year average of 60% in the qualifications final-year (NQF L7) module. Those with a final year average of 55 - 59% will be admitted if they attained an average of 60% or higher for the designated cognate/core discipline modules at final-year (NQF L7) level.

Should you have any other school leaving qualification not mentioned above, please contact a student advisor.



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## CURRICULUM

Semester 1		Semester 2	
<p>Communication Theory <b>COMT8411</b></p> <p>This module critically examines a range of key communication theories that frame the Communication Discipline and emphasises the symbiotic relationship between theory and research. Rigorous analysis of key communication theories leads students to a deeper understanding of the relevance of these approaches within varied contexts, thereby supporting the development of the critical reasoning skills essential for bridging the gap between theory and practice. Communication theories within this module are drawn from, but are not limited to, the socio-cultural, socio-psychological, semiotic and critical traditions.</p>		<p>Critical Studies <b>CRST8412</b></p> <p>The purpose of this module is to develop informed citizens who will engage critically, ethically and creatively with the world around them. Students will examine communication contexts including mass media, new media and popular culture to explore their social, political, economic and ethical impact on society. Emphasis is placed on the critical thinking and analytical skills required to analyse how communication industries not only reflect culture but also construct and reshape it. These skills will be developed through an in-depth grounding in critical theory and through the analysis of changing communication landscapes and their broader cultural implications.</p>	
<p>Strategic Organisational Communication and Leadership <b>SOCL8411</b></p> <p>The purpose of this module is for students to gain the knowledge required to be innovative and responsible communication professionals and leaders, able to apply ethical communication-related strategic decision-making within an organisational context. Principles of strategic thinking, communication strategy and ethics will be evaluated and applied to given organisational scenarios. Focus is placed on the skills necessary to not only effectively plan a communication strategy but also to reflect on communication practices within organisations and to propose innovative solutions to communication problems in business contexts.</p>		<p>Contemporary Communication Practices <b>CCPR8412</b></p> <p>This module explores the transformative nature of the organisational communication environment and provides students with the knowledge and skills to produce innovative and effective communication content within an organisation. Contemporary communication practices are examined and applied in order to develop a broad range of skills that will enhance expertise in organisational communication.</p>	
Year module			
<p>Research <b>RESE8419</b></p> <p>The purpose of this module is to develop students' essential research skills for both professional and academic contexts alongside the ability to present and defend research to an expert audience. Emphasis is placed on independent and critical thinking, analysis, research design and methods, as well as academic discourse. Students complete a self-directed research project of limited scope under supervision in the discipline of the degree.</p>			

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Details are correct at the time of printing  
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