

PRESENTATION FORMAT FOR THE MINIMUM BODIES OF KNOWLEDGE AND SKILLS

Name of Programme	Master of Science Degree in Strategic Communications
Duration	18 Months
Minimum Credit Load	270
Maximum Credit Load	340
Maximum MBKS Credit Load:	210
ZNQF Level	9

Entry Requirements	Tick
<p>Normal Entry</p> <p>1.1 To be considered for admission to the MSc in Strategic Communications, a candidate should normally hold a minimum of a Second Class Honours Degree in Social Sciences, Arts or Business related studies.</p> <p>1.2 A pass in Social Sciences, Arts or Business related studies plus a postgraduate diploma in communication and strategic communication related studies.</p>	<input type="checkbox"/>
<p>Special Entry</p> <p>Candidates with Higher National Diplomas in Social Sciences, Arts and Business related studies plus three years post qualification experience in communication and strategic communication related field.</p>	<input type="checkbox"/>
Mature Entry	<input type="checkbox"/>
Other (indicate)	<input type="checkbox"/>

LEARNING OUTCOMES
<ol style="list-style-type: none"> 1. Knowledge of issues and trends influencing digital age strategic communication practice locally and globally. 2. Critical thinking skills on role and place of strategic communication practice in organisational management. 3. Ability to apply communication strategy design, implementation and evaluation concepts and principles to various organisational settings. 4. Knowledge of best practices in strategic communication management. 5. Critical appreciation of theoretical foundations influencing contemporary strategic communications practice. 6. Applied research skills to identify and solve industrial strategic communications problems. 7. Knowledge of New Communications Technologies (NCTs) and their application in strategic communication practices across industries. 8. Academic research skills to contribute to theory and literature in the field of strategic communication.

Programme Assessment (Describe and indicate percentage [%])	
Coursework	Coursework shall account for 40% of overall assessment, while the formal examination will account for 60% of the overall assessment. A dissertation will carry the overall weight of 20% of the entire course.

By thesis		
Written Examinations	A formal three-hour examination will be conducted in all courses at the end of each semester, except for the dissertation, which will require the submission of a final practical project.	
Other		
Basis of Allocating Credits		
Activity	Time in Hours	Credits
Contact Time/Time on task		
Lectures	150	15
Tutorials	85	9
Field Visits		
Laboratory Work		
Workshops		
Work Integrated Learning (WIL)/Industrial Attachment/Clinical Practice/Teaching Practice etc.		
Scheduled Assessment Time		
Final written examinations	18	2
In-class tests	12	1
Online Testing and Examinations	12	1
Seminar Presentations	12	1
Independent Study Time		
Preparation for scheduled sessions	120	12
Reading	825	83
Written assignments	180	18
Revision Work	120	12
Practical	560	56
Maximum Credits for the 80% Courses /Modules Threshold	210	

Summary of Modules arranged in logical sequence, and allocation of Notional Hours and Credits	
Module name	Total Notional Study Hour Credits
Level One	
IJS 5101 Strategic Communication Management	20
IJS 5102 Corporate Image, Ethics and Reputation Management	20
IJS 5103 Gender, Development and Strategic Communication	20
IJS 5104 Science Communication	20
IJS 5201 Research Methods	20
IJS 5202 Project Planning, Measurement and Evaluation in Strategic Communication	20
IJS 5203 Risk and Crisis Communication	20
IJS 5204 Advocacy, Social Marketing and Social Mobilisation	20
Level Two	
IJS 6101 Research Project	90
IJS 6102 Integrated Marketing Communication (Elective)	20
IJS 6103 Foreign Language (Elective)	20

MODULE SYNOPSES (For all the 80% Modules Threshold. NB: Synopses are very central in that these are summaries of the key concepts to be taught in each module.)	
MODULE	SYNOPSIS
IJS 5101 Strategic Communications Management	The module shall focus on principles, theories, issues and trends in strategic communications practice in the digital era. Students shall examine the role and impact of New Communication Technologies (NCTs) and the digital culture on communications management locally and internationally. They shall also explore opportunities and challenges posed by NCTs and digital culture on corporate communication best practices. On completion of this module, students should be able to provide strategic advice on how organisations can strategically manage their corporate communications in a technologically driven and fast changing environment.
IJS 5102 Corporate Image, Ethics and Reputation	The module shall focus on understanding the importance of image and reputation management as a strategic communications management function. It shall provide an in-depth study of the process of managing the image and reputation of corporates, ethical considerations surrounding image and

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Management	reputation management and the challenges associated with this in the digital era. Students shall also explore crisis communication management and image restoration as a function of image and reputation management. At the end of the module students should be able to design and manage image and reputation management strategies for corporate and individuals.
IJS 5103 Gender, Development and Strategic Communication	This module interrogates the concept of gender and development as they apply to the field of strategic communication. Students shall examine historical and contemporary issues and debates surrounding gender, development and strategic communication. Theories, models and approaches of development communication in particular shall be explored together with their intersection with new communication technologies. At the end of the module students should have an in-depth understanding of the role of strategic communication in the context of social development. Students should also be able to design and implement communication technology driven development communication strategies.
IJS 5104 Science Communication	This course will focus on developing the abilities of students to communicate science effectively in a variety of real-world contexts. With reference to case studies, the course will cover strategies for dealing with complex scientific issues and addresses challenges in communicating about scientific processes and innovations as they are applied in contemporary business practice. The course will seek to emphasise the importance of science communication as a catalyst for socio-economic transformation in Zimbabwe, Africa and the rest of the world.
IJS 5201 Research Methods	The module shall focus on methodological approaches to social science research. Students shall explore Quantitative, Qualitative and Mixed Methods research approaches and how they are used in strategic communications studies. At the end of this module students shall submit research proposals for their research project.
IJS 5202 Project Planning, Communication Measurement and Evaluation	This module explores the subject and practice of project planning within the context of strategic communication. Furthermore, students examine best practices in communication measurement and evaluation together with key matrices used in evaluating digital technology driven communications. Students shall be equipped with skills on how to design project planning, measurement and evaluation frameworks for strategic communications campaigns using contemporary planning, measurement and evaluation tools and techniques.
IJS 5203 Risk and Crisis Communication	This module examines the theories, principles and practices of risk and crisis communication in the context of corporate communication management in profit and non-profit organisations. The module enables students to examine the role of communication in managing situations of risk and crisis in both national and international contexts - financial, environmental and/or political. At the end

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	of the module, students will be able to identify issues, manage risks and plan effective communication strategies to reduce the possibility of risks becoming crises especially in contemporary technologically driven environments.
IJS 5204 Advocacy, Social Marketing and Social Mobilisation	This course will focus on the concepts of advocacy, social marketing and social mobilisation as facets of strategic communications practice for development communicators. Students will explore theories, models and approaches to advocacy, social marketing and social mobilization. As the end of the course, students will have been equipped to design, implement and evaluate advocacy, social marketing and social mobilization strategies.
IJS 6101 Research Project	The student shall, under supervision and guidance, carry out a research project aimed at contributing to strategic communications innovation. Students shall be encouraged to focus on contemporary challenges facing organisations, communities and industries in Zimbabwe. Students shall be expected to submit innovative proposals that are problem-solving oriented. The output of research projects shall be shared with organisations, communities and industries for possible implementation.
IJS 6102 Integrated Marketing Communication (Elective)	This course focuses on the theories, concepts, and applications of integrated marketing communications, covering the elements of advertising, sales promotion, public relations, publicity, personal selling, direct marketing, and interactive marketing. The goal of the course is to enable students to understand how marketing communications reaches and serves customers, and how it helps to shape consumer behaviour.
IJS 6103 Foreign Language (Elective)	The module shall equip students with skills of using foreign languages in strategic communication activities. Students shall be equipped with written and spoken communication and translation skills that can position them for a career as global strategic communicators. Students will have the option choosing between French, Mandarin, Swahili and Portuguese.