



DEPARTMENT OF COMMUNICATION SCIENCE HONOURS PROGRAMMES: APPLICATION INFORMATION 2027

IMPORTANT: Applicants must consult the applicable Rule Book of the Faculty of the Humanities for any changes to the information in this document.

1. HONOURS PROGRAMMES

The Department of Communication Science offers the following honours programmes on its **Bloemfontein Campus:**

- BA Hons. (Communication Science) with specialisation in Leadership Communication
- BA Hons. (Communication Science) with specialisation in Corporate and Marketing Communication
- BA Hons. (Communication Science) with specialisation in Media Studies and Journalism

The Department of Communication Science offers the following honours programme on its **Qwaqwa Campus:**

- BA Hons. (Communication Science) with specialisation in Leadership Communication

2. PROGRAMME STRUCTURE

- The programmes are offered on a full-time basis and students are required to attend daily lectures on the relevant campus of the University of the Free State.
- The programmes are presented over the course of one full academic year.
- The programmes and modules are not presented online or via distance-learning.
- There are no mid-year intakes.
- All modules are year-modules.
- Five modules are taught via lectures, while students also complete a research project under the guidance of a supervisor.

3. SELECTION REQUIREMENTS

- The deadline for applications is 30 September of the preceding year.
- Applicants must have achieved a minimum average of at least 65% in a relevant Exit Level 7 Bachelor's Degree in the field of Communication Science for consideration of possible selection.
- Applicants who have completed an Exit Level 7 Bachelor's Degree in a field other than Communication Science must have completed (relevant to the programme that the applicant is

applying for) Communication Science and/or Integrated Communication Science and/or Journalism modules from first-year level up to and including final-year level.

- If necessary, successful completion of an additional admission assessment may be required.
- Admission to a programme is further subject to selection by the programme committee.
- Due to limited space, meeting the minimum requirements does not guarantee selection.

4. APPLICATION PROCEDURE

- Only online applications are considered. Visit www.ufs.ac.za.
- Applicants do not have to contact the Department before completing the online application.
- For information regarding fees, contact UFS Student Academic Services via the switchboard at 051-401 9111 or visit <https://www.ufs.ac.za/kovsielife/student-finance> to generate a quote using the applicable module codes at point 5 below.
- Only complete applications will be considered. This includes a full academic transcript (with modules completed as well as final marks indicated).
- Applications submitted without an academic transcript will not be considered.
- If some results were not available at the time of application it is the applicant's responsibility to upload a fully updated academic transcript before the closing date.

5. CURRICULUM INFORMATION

BLOEMFONTEIN CAMPUS

BA Hons. (Communication Science with specialisation in LEADERSHIP COMMUNICATION
(programme code B1617; degree code 16171; academic plan code BC161741)

The programme consists of six compulsory modules:

CODE	NAME OF MODULE	CREDITS
COMT6804	Communication theory	16 credits
COMM6804	Research methodology	16 credits
COML6804	Change and leadership communication	16 credits
COMH6806	Rhetoric and rhetorical criticism	24 credits
COMI6806	Risk and reputation management	24 credits
COMR6808	Research report (Leadership communication)	32 credits

BA Hons. (Communication Science) with specialisation in CORPORATE AND MARKETING COMMUNICATION
(programme code B1617; degree code 16171; academic plan code BC161738)

The programme consists of six compulsory modules:

CODE	NAME OF MODULE	CREDITS
COMT6804	Communication theory	16 credits
COMM6804	Research methodology	16 credits
COML6804	Change and leadership communication	16 credits
ICOC6806	Corporate communication	24 credits
ICOI6806	Integrated marketing communication	24 credits
ICOR6808	Research report (Corporate and Marketing Communication)	32 credits

BA Hons. (Communication Science) with specialisation in MEDIA STUDIES AND JOURNALISM
(programme code B1617; degree code 16171; academic plan code BC161743)

The programme consists of six compulsory modules:

CODE	NAME OF MODULE	CREDITS
COMT6804	Communication theory	16 credits
COMM6804	Research methodology	16 credits
JCOT6806	Media theory	24 credits
JCOP6806	Media practice	24 credits
JCOC6804	Contemporary issues: Media Studies and Journalism	16 credits
JCOR6808	Research report (Media Studies and Journalism)	32 credits

QWAQWA CAMPUS

BA Hons. (Communication Science with specialisation in LEADERSHIP COMMUNICATION
(programme code Q1617; degree code 16171; academic plan code QC161743)

The programme consists of six compulsory modules:

CODE	NAME OF MODULE	CREDITS
COMT6804	Communication theory	16 credits
COMM6804	Research methodology	16 credits
COML6804	Change and leadership communication	16 credits
COMH6806	Rhetoric and rhetorical criticism	24 credits
COMI6806	Risk and reputation management	24 credits
COMR6808	Research report (Leadership communication)	32 credits

6. CONTACT DETAILS

Bloemfontein Campus
Dr Willemien Marais



T: +27 51 401 2872
E: maraisw@ufs.ac.za

Qwaqwa Campus

Prof. Diana Breshears
T: +27 58 718 5418
E: breshearsd@ufs.ac.za

