



Department of Communication Science

Applications for honours programmes for 2025

1. Honours programmes

The Department of Communication Science offers three honours programmes*:

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

**For complete curriculum information for each programme, see point 6 below.*

2. Course structure

- The programmes are offered on a full-time basis and students are required to attend daily lectures on the Bloemfontein Campus of the University of the Free State.
- Students wishing to complete the programme on a part-time basis may complete the programme over the course of two consecutive academic years. However, the student will still be required to attend lectures on the Bloemfontein Campus every week.
- **The programmes are not presented online.**
- The programmes are presented over the course of one full academic year.
- There are no mid-year intakes.
- The honours programmes each consists of six modules. All six 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 minimum requirement for possible selection is a minimum average of 65% in the second and third year of **a relevant undergraduate degree.**
- Current undergraduate/final-year students: As selection takes place before final results for the second semester of a student's third year/final-year are available, the selection committee uses all second-year results as well as available third-year results (in other words, all first-semester results for third-year modules). However, students who are selected based on these results are required to provide proof of maintaining an overall minimum average of 65% after selection.
- Only a limited number of students can be accommodated and therefore **a 65% average does not guarantee selection.** Only the top 20 applicants for each programme are be selected.

4. Application procedure

- You must apply before 30 September 2024 for possible selection for the honours programme in 2025.
- All applications are online at www.ufs.ac.za.
- **Applicants do not have to contact the Department before completing the online application.**
- For information regarding fees, please contact UFS Student Academic Services via the switchboard at +27 51 401 9111 or visit <https://www.ufs.ac.za/kovsielife/student-finance> to generate a quote using the module codes at point 6 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.**

5. International applicants

- If you are interested in postgraduate studies at the UFS, and hold a non-South African first degree, your qualification must be evaluated by the South African Qualifications Authority (SAQA) and **submitted together with your application form** to the UFS. Applications submitted without the necessary SAQA documentation will not be considered for selection.
- Please note that all foreign qualifications must be evaluated by the South African Qualifications Authority **before** an application form is forwarded to the University. **It is the responsibility of the prospective student to forward his/her documentation to SAQA.** Please visit www.ufs.ac.za for more information or contact the UFS Office for International Affairs at +27 51 401 3219/2501/3403/9436

6. Module information

BA Hons. (Communication Science) with specialisation in
LEADERSHIP COMMUNICATION

(programme code B1617; degree code 16171; academic plan code BC161741)

CURRICULUM

The course requires the following 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

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6. Module information

continue

BA Hons. (Communication Science) with specialisation in
MEDIA STUDIES AND JOURNALISM

(programme code B1617; degree code 16171; academic plan code Bc161743)

CURRICULUM

The course requires the following 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

BA Hons. (Communication Science) with specialisation in
CORPORATE AND MARKETING COMMUNICATION

(programme code B1617; degree code 16171; academic plan code Bc161738)

CURRICULUM

The course requires the following 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

7. Contact details

For further academic enquiries regarding the honours degrees of the Department of Communication Science, please contact:

Dr Willemien Marais

T: +27 51 401 2872

E: maraisw@ufs.ac.za