Emeris

Bachelor of Arts Honours in Communication

Faculty of Humanities

2 Years Distance Honours | NQF Level 8 | 120 Credits
SAQA ID: 98032| HBA0801

→ **Online**

Qualification Description

The Bachelor of Arts Honours in Communication qualification builds on a broad knowledge base of communication acquired at the undergraduate level, thereby extending knowledge of Communication Theory, Strategic Communication and Leadership, Contemporary Communication Practices, Critical Studies and Research Methodology - as applied to business contexts.

This qualification provides an articulation route for graduates holding a relevant Bachelor of Arts degree or equivalent qualification with communication related modules up to NQF level 7. In line with industry demand, this degree will equip you with deeper insight and proficiency in some of the core fields in the communication discipline, and guide you in applying such knowledge in context.

Who Is This Qualification Aimed At?

The Bachelor of Arts Honours in Communication qualification is aimed at graduates who wish to deepen their knowledge and critical understanding of communication theory and practice. This qualification is ideal for individuals seeking to advance their careers in media, corporate communication, public relations, or pursue further postgraduate studies in the communication field.

How Will Emeris Support Your Online Learning as a Distance (Online) Student, and How Will It Help Prepare You for the Working World?

Our distance teaching and learning approach is designed to allow you the freedom to self-govern your learning experiences according to your individual needs. You are at the centre of your own learning journey, and by offering curated engagement opportunities, we partner with you to:

- Engage with subject material
- Build understanding
- Develop critical thinking and problem-solving skills
- Manage your work, life and studies
- Succeed in your personal, professional, and academic goals.

DISTANCE (ONLINE)

Admission Requirements

Minimum Admission Requirements	An appropriate Bachelor's Degree **OR** An appropriate Advanced Diploma provided that a 360 credit Diploma or appropriate equivalent has been completed.	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 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.
	International	A SAQA NQF L7 Evaluation Certificate in an appropriate field and meeting the additional admission requirements.

Additional Notes	Graduates of Emeris who do not meet the admissions requirements for admission to Honours can enrol for and repeat all or some of their NQF Level 7 modules in order to improve their marks so that they can meet the entry requirements for Honours. These graduate students will then receive an additional transcript after the completion of the repeat module(s), where the repeat module(s) will appear as a second iteration of the module(s) on the transcript. The marks from the second iteration can then be used for admission to Honours in the subsequent academic year. This option is only available to graduates from Emeris and does not apply to graduates from other HE institutions.

Scan the QR Code to learn more about Alternate Admission requirements for:
RPL | Mature Age Exemptions | USAf International Students | One module outstanding from a Higher Certificate *If applicable.

Curriculum Structure

Year 1							
Semester 1				Semester 2			
Code	Module Name	NQF	Credits	Code	Module Name	NQF	Credits
COMT8411	Communication Theory	8	20	CRST8412	Critical Studies	8	20
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.				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.			
CCPR8412	Contemporary Communication Practices	8	20	SOCL8411	Strategic Organisational Communication and Leadership	8	20
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.				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.			

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Please note, details are correct at the time of publication.

Year 2				
Semester 3				Semester 4
Code	Module Name	NQF	Credits	
RMHS8411	Research Methodology for the Human Sciences	8	20	
The purpose of this module is to equip students with the knowledge, skills, and critical thinking required to design, conduct, and evaluate research at an honours level. Emphasising both qualitative and quantitative research methodologies, the module fosters an understanding of the theoretical underpinnings of various research techniques. Students will engage with contemporary debates in research methodology, develop proficiency in selecting appropriate methods, and enhance their ability to critically analyse research findings. Through this module, students will gain the necessary tools to conduct independent research, ensuring they are well-prepared for their own research projects in their respective fields.				
Year Long				
RPHS8419	Research for the Human Sciences		8	30
The purpose of this module is to guide students in the application of research methodologies to the development of a research project in their respective discipline. Students will build on theoretical knowledge of qualitative and quantitative methods, integrating one of these methods into a coherent research design tailored to their research topic. Through this module, students will acquire practical skills in the formulation of research questions, data collection, analysis, and interpretation, while also engaging with ethical considerations in the research process. The module supports students in navigating the complexities of independent research, enabling them to produce a rigorous, well-founded research project that meets academic standards.				

Further Study Pathways

The successful completion of the Bachelor of Arts Honours in Communication qualification (HBA0801) enables you to progress into the following qualification/s subject to meeting the admission requirements:

- Master of Arts in Digital Communication qualification (MADC0901)
- Master of Philosophy in Arts qualification (MPIA0901)
- Any other Masters in public universities and abroad

For alternative pathway options within other Faculties, please contact your campus for further information.

Career Opportunities

This degree is a perfect stepping-stone to a diverse and exciting range of Communication-related career opportunities including but not limited to:

- Communication Accounts Administration
- Communication Consulting
- Relationship Management
- Research
- Communication Management
- Media Consulting
- Social Media Communication
- Internal Communication Audits
- Lecturing

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System and Software Requirements

- Reliable internet connection (we recommend 5-10 GB of data per month and an internet speed of at least 0.15 Mbps)
- Desktop PC or laptop with at least an i3 processor and 4GB RAM memory
- Windows 11 or macOS 10.15 (Microsoft Office 365 is available as a free download for students), and Google Chrome, Microsoft Edge Chromium or Firefox
- A working webcam and microphone
- An uninterrupted power supply is also highly recommended.

Exams are written at an exam centre and in some instances online. These details will be specified in your Programme Assessment Schedule (PAS).

Graduation and Completion Requirements for This Qualification

In order to be awarded this qualification, you must have achieved a minimum final year mark of fifty percent (50%) for all 6 modules in the curriculum.

As a distance (online) student, this qualification is structured to be completed over 2 years. The maximum time for completing a qualification full-time is double the minimum time associated with the qualification, and for part-time an additional year is allowed.

Where Assessments Are Written in Person

- For students based in South Africa, online students may select any Emeris campus as their Examination Centre.
- An alternative examination centre is only permissible for students studying abroad and those located in a province of South Africa where there is no campus. If there is no campus within reach, an alternative venue will need to be sourced by you. For non-Emeris venues, there is an alternative venue levy per module.

What Are the Benefits of a Distance (Online) Qualification?

The distance (online) delivery mode provides you with the agility of studying towards a tertiary qualification asynchronously, at different times from different locations. Distance students need to commit to approximately 20-25 hours a week for distance engagement (most of which is after hours) with material and assessments to succeed.

Here are some of the benefits you can expect:

- A sequenced online learning environment that allows you the ability to manage your learning experiences flexibly and autonomously.
- A learner guide designed to lead you through the module material and learning outcomes, empowering you to effectively pace your learning in preparation for assessments.
- Our Learning Management System is designed to break up your learning units into manageable sections which include various activities to support learning.
- Module expert online lecturers that facilitate module teaching and learning support through various technology enhanced mediums.
- Student Relations Specialists provide administrative and operational guidance and support throughout your academic journey.
- A professionally registered Student Wellness Manager/Counsellor available for short-term, primary counselling services. Additionally, the Student Wellness Manager/Counsellor hosts various webinars and virtual talks on topics that promote a balanced lifestyle as you pursue your academic goals.

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Apply Online

After your application is submitted, we will review your documentation and provide an outcome regarding your chosen study.

Follow us on social

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