



**VAAL UNIVERSITY
OF TECHNOLOGY**
Inspiring thought. Shaping talent.

NEW PROGRAMME: BACHELOR OF COMMUNICATION STUDIES 2023

THE COURSE DURATION IS 3 YEARS.

MINIMUM REQUIREMENTS

English 5 (60-69%)
Additional Language 4 (50-59%)
Mathematics Literacy 4 (50-59%)/
Mathematics 3 (40-49%)
Life Orientation 4 (50-59%)
Combination of any two other subjects 4
(x 2) (50-59%) (8 Credits in Total)

INSTITUTIONAL REQUIREMENTS

Total AP Score: Minimum 24 (with maths)
Minimum 25 (with maths literacy)
Foreign students SAQA Equivalence

CAREER OPPORTUNITIES

Upon completion of this qualification, students will be able to function in a variety of roles within business communication contexts. These roles include the role of a:

- Copywriter,
- Copy-editor,
- Media planner,
- Brand strategist,
- Digital strategist,
- Social media coordinator,
- Web producer,
- Event planner,
- Internal communication officer,
- External communication officer, and
- Journalist.

ENQUIRIES MAY BE ADDRESSED TO:

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