

Tutorial Letter 101/3/2018

Integrated Organisational Communication COM2602

Semesters 1 and 2

Department of Communication Science

This tutorial letter contains important information
about your module.

BARCODE

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Dear Student

1 INTRODUCTION

The Department of Communication Science is pleased to welcome you to the COM2602 module on Integrated Organisational Communication, and hope that you will find it interesting and rewarding. We will do our best to make your study of this module is successful. You will be well on your way to success if you start studying early in the semester and resolve to do your assignments thoroughly and timeously.

During the semester you will receive a number of tutorial letters relating to COM2602. A tutorial letter is our way of communicating with you about your studies and assessment. Please join our discussions on myUnisa too to stay updated with the latest announcements, resources and information on this module!
See section 5 on how to register on myUnisa.

Should you experience a problem with anything other than the module content, please contact the relevant department at Unisa as outlined in section 3.3 of this tutorial letter. Please ensure that you always provide your student number, the module code and your contact details when making any enquiry.

PLEASE READ TUTORIAL LETTER 101 AND THEN TUTORIAL LETTER 301 (CMNALLE/301) BEFORE YOU DO ANYTHING ELSE!!

2 PURPOSE AND OUTCOMES

2.1 Purpose

Students who complete this module will have theoretical knowledge of integrated organisational communication and the practical skills to promote the use of an integrated approach to organisational communication.

2.2 Outcomes

By the end of this module, you will have a comprehensive understanding of the following points:

- what is meant by “communication in the organisation”
- various fields of communication in the organisation, and the relationships between them
- strategic concept in general, and the strategic role of communication in the organisation
- definitions and descriptions of integrated organisational communication, its nature and scope
- methods for managing communication integration within the organisation
- criteria for the measurement of communication integration, and associated research methods (traditional and online)

3 LECTURER(S) AND CONTACT DETAILS

3.1 Lecturer(s)

You can contact any of the following lecturers for this module:

Ms Phumudzo Ratshinanga
Module Coordinator
Tel 012 429 4779
E-mail ratshpt@unisa.ac.za

Mrs Therise Breet van Niekerk
Tel: 012 429 6287
E-mail: breett@unisa.ac.za

- Should you have any enquiries on academic matters (i.e. module content), please contact us via e-mail or telephone between 08:00 and 16:00 on weekdays.
- Lecturers cannot assist you with problems related to myUnisa, the registration of assignments, computer systems, outstanding study material, snail mail (post), SMS messages not received, or any other administrative matters.
- Lecturers can only assist you with the academic aspects of the module, in other words teaching-related matters (e.g., academic questions, assignments) or marks-related problems, (i.e. allocated or recorded).
- You can also communicate with us via myUnisa by joining the discussion forum on the module's course website.

SMS messages

We sometimes have to send you an urgent SMS message. If your cellphone number is not available on the University database, you will not get these messages. There is no other cost-effective means to contact you and we therefore urge you to please update this information regularly. We will not misuse this tool and are, by law, not allowed to make personal information known. All such messages sent from your lecturers will be preceded by the relevant module code.

3.2 Department

As mentioned, all lecturers are telephonically available from 08:00 to 16:00 on weekdays. Please remember that if you cannot contact a lecturer directly, you should contact one of the department's administrative staff and leave a message or request, for the lecturer to contact you directly. If you do this, please ensure that any phone numbers that you give us are valid during our working hours.

Department of Communication Science
TvW Building
7th floor room 69
Tel: 012 429 6565/6016

3.3 University

If you need to contact Unisa about matters not related to the content of this module, please consult the brochure Study @ Unisa which you should have received with your study material. In this document you will find the contact details of various administrative departments. If you did not receive this document, please access the internet to find it on myUnisa, under the “Resources” option.

You can also submit the following enquiries electronically:

- Enquiries about generic matters relating to your studies can be sent to info@unisa.ac.za.
- Examination-related enquiries should be sent to exams@unisa.ac.za, it can also be faxed to 012 429 4150.
- Enquiries about assignments (e.g..SMS messages regarding assignments), or recorded assignment marks can be sent to assign@unisa.ac.za. In this regard you can also send a fax to 012 429 4150.

The general contact details of the University are as follows:

Fax number (RSA only):	012 429 4150
Fax number (international):	+27 12 429 4150
E-mail address:	info@unisa.ac.za
Online address:	http://my.unisa.ac.za
Unisa website:	http://www.unisa.ac.za
Physical address:	University of South Africa Preller Street Muckleneuk Pretoria City of Tshwane
Postal address:	University of South Africa PO Box 392 Unisa 0003

Administrative enquiries should be directed to the relevant University department as indicated below. Remember to always include your full name, student/identity number and a short description of your enquiry. All students (i.e. in South Africa and abroad) can make use of the e-mail addresses provided. However, note that the SMS numbers are only intended for students inside South Africa.

DESCRIPTION OF ENQUIRY	E-MAIL ADDRESS
General enquiries	info@unisa.ac.za
Applications or registrations	study-info@unisa.ac.za
Assignments	assign@unisa.ac.za
Examinations	exams@unisa.ac.za
Study material enquiries	despatch@unisa.ac.za
Student account enquiries	finan@unisa.ac.za
Graduation enquiries	gaudeamus@unisa.ac.za
myLife e-mail accounts	myLifeHelp@unisa.ac.za
myUnisa	myUnisaHelp@unisa.ac.za

If this applies to you, you can send an SMS to **32695** for more information on how to contact Unisa via SMS. You will receive an auto response SMS with various SMS options.

You can also SMS enquiries directly to:

43578 for applications and registrations

43584 for assignments

43584 for examinations

43579 for study material

31954 for student accounts

43582 for myUnisa and myLife

Students from other countries who can't use the SMS option should please use e-mail address info@unisa.ac.za.

Please ensure that you contact the correct section or department for each enquiry, as this will result in a speedy resolution of the enquiry.

4 RESOURCES

- **Study material**

Some of the study material/tutorial material mentioned in this section may not have been available when you registered.

Tutorial material that was not available when you registered will be posted to you as soon as possible, but is also available immediately on myUnisa.

The COM2602 study material includes the following:

- **one prescribed book** (which you need to purchase yourself)
- **one study guide** (which you will receive with your study pack)
- **tutorial letters** (this one and others which you will receive during the course of the semester)

Please note that lecturers cannot help you with missing study material.

If you have access to the internet, you can immediately view your tutorial letters and the study guides on myUnisa (<http://my.unisa.ac.za>).

If you receive your study material too late in the semester, you will NOT be able to submit the compulsory assignments by their respective due dates.

- **Tutorial letters**

Tutorial letters are important study materials for assignment and examination purposes, as they are our means of “talking” to you. They also provide you with feedback on your assignments and may contain information on problems you might have experienced, as well as guidelines for the examination. Therefore, read and study them and keep them safe – you will only receive one set.

The tutorial letters for this module will all have the code COM2602 printed in the top right-hand corner. Each tutorial letter has its own unique number, starting with 101 (this one) and then followed by 102, 103, etc. You will be receiving a few more tutorial letters during the course of the semester.

After the due date of Assignment 02, you will receive a tutorial letter with feedback on Assignment 01 and 02, as well as guidelines for your preparation for the examination. Be on the lookout for this tutorial letter and if you haven't received it by the middle of April (for Semester 1) or by the beginning of October (for Semester 2), obtain it electronically from myUnisa or immediately contact the Department of Despatch to enquire about the delay.

Tutorial letters (and your other study material – everything except the prescribed book) can be accessed electronically on myUnisa under the option "Official Study Material". If you experience problems on accessing or printing study material via myUnisa, please send an e-mail to myUnisaHelp@unisa.ac.za. Make sure that you provide extensive details about the nature of the problem you are experiencing.

Also take note of the important information in Tutorial Letter 301 (CMNALLE/301). This is a general tutorial letter sent to all students registered for subjects in the Department of Communication Science.

Tutorial Letter 101 (which you are now reading) contains:

- the scheme of work and information on your study resources/tutorial matter
- the assessment plan
- your assignments
- extensive information on the technical presentation of your assignments and other guidelines that are specific to this particular module

We urge you to read this tutorial letter carefully and to keep it at hand when:

- working through your study material
- preparing your assignments
- preparing for the examination
- addressing enquiries to your lecturers.

Please study this information carefully and ensure that you obtain the prescribed book as soon as possible.

The information contained in Tutorial Letter 101 is applicable to both semesters of the 2017 academic year. The assignments and assessment criteria for both semesters are included in this tutorial letter. All the study material that you received for this module is important and you will be examined on all of it.

Please familiarise yourself with respective due dates of the assignments. This is essential, since you have to meet certain requirements to gain admission to the examination, as admission is not automatic.

No extensions will be given for the late submission of any assignments.

Please read Tutorial Letter 301 (CMNALLE/301) in combination with Tutorial Letter 101, as it will give you an important information when studying at an open distance learning (ODL) institution and at Unisa's College of Human Sciences, and specifically the Department of Communication Science.

Tutorial Letter 102, which you will receive closer to the examination, will contain guidelines for the examination.

Tutorial Letter 201, which will contain feedback on your assignments, will also be sent to you closer to the examination.

- **Study guide**

The study guide will help you to study the module and pass the examination. We cannot rewrite the prescribed book and represent it as a study guide. That would be unethical. Therefore, the study guide should be used with the prescribed book, it will guide you through the prescribed book, hence we urge you to work through the study guide and prescribed book when doing your assignments and preparing for the examination. You will find most of the answers to the activities in your study guide and the prescribed book, but some you will have to work out for yourself. If you need help with any of the questions, please contact your lecturers.

4.1 Prescribed books

The only prescribed book for COM2602 is:

Angelopulo, GC, & Barker, R (eds). 2013. *Integrated organisational communication*. 2nd edition. Lansdowne: Juta.

It is advisable that you purchase the prescribed book as soon as possible, since both the assignments and the examination are based on this book. You CANNOT pass this module if you only use the study guide.

Unisa does NOT provide you with the prescribed book – you have to purchase it yourself.
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Please refer to the list of official booksellers and their addresses in the Study @ Unisa brochure. If you have difficulty in finding your prescribed book at these booksellers, please contact the Prescribed Books Section at Unisa at 012 429 4152, or e-mail vospresc@unisa.ac.za.

4.2 Recommended books

There are no recommended books for this module.

4.3 Electronic reserves (e-reserves)

There are no electronic reserves for this module.

4.4 Library services and resources information

For brief information, go to www.unisa.ac.za/brochures/studies

For detailed information, go to <http://www.unisa.ac.za/library>. For research support and services of personal librarians, click on "Research support".

The library has compiled a number of library guides:

- finding recommended reading in the print collection and e-reserves – <http://libguides.unisa.ac.za/request/undergrad>
- requesting material – <http://libguides.unisa.ac.za/request/request>
- postgraduate information services – <http://libguides.unisa.ac.za/request/postgrad>
- finding, obtaining and using library resources and tools to assist in doing research – http://libguides.unisa.ac.za/Research_Skills
- how to contact the library/finding us on social media/frequently asked questions – <http://libguides.unisa.ac.za/ask>

5 STUDENT SUPPORT SERVICES

Since you have chosen to enrol at Unisa, which is an open distance learning (ODL) institution of higher education, have you really thought about what this means? This University is often selected to obtain a qualification, because it is “open” to everyone who might not want to attend lectures at a residential university; it is also sometimes chosen by people who have been out of the education system for a long time and want to acquire new skills in their own time. Unisa offers an ideal opportunity to such people to obtain an academic qualification on a part-time basis.

However, many people are not used to study in isolation from the university, their lecturers and their fellow-students. As a result, many distance education students feel lonely and drop out. This is not necessary, though, as Unisa offers various resources to support you and to bridge this distance.

• Tutorials (e-tutoring) at Unisa

Unisa offers online tutorials (e-tutoring) to students registered for modules at NQF level 5, 6 and 7. This means qualifying first, second and third year modules. Please log on to myUnisa, to find out if any of the modules you have registered for falls in this category.

Once you have been registered for a qualifying module, you will be allocated to a group of students. Furthermore, you will be interacting with these students and e-tutor during the tuition period. The e-tutor will be your tutorial facilitator. Thereafter, you will receive an SMS informing you about your group, name of your e-tutor and instructions on how to log onto myUnisa, in order to receive further information on the e-tutoring process.

Online tutorials are free of charge and are conducted by qualified e-tutors appointed by Unisa. For you to be able to participate in e-tutoring, you need an internet-connected computer. If you live close to a Unisa regional centre or a telecentre contracted with Unisa, please feel free to visit any of these to access the internet. E-tutoring takes place on myUnisa, where you are expected to join other students in your allocated group. It is the role of the e-tutor to guide you through your study material during this interaction process. For you to get the most out of online tutoring, you need to participate in the online discussions that the e-tutor will be facilitating.

There are modules which students have been repeatedly failing. These modules are allocated face-to-face tutors and tutorials for these modules take place at the Unisa regional centres. These tutorials are also offered free of charge, however, it is important for you to register at your nearest Unisa regional centre to secure attendance of these classes.

- **myUnisa**

If you have access to an internet-connected computer, you can access resources and information on various Unisa websites. The myUnisa learning management system is the University's online campus which will help you to communicate with your lecturers, other students, and the administrative departments of Unisa. You will be able to access administrative information such as your biographical details, academic and assignment records, examination dates and results and financial records.

Study materials such as tutorial letters and study guides, subject-related academic guidance, discussion forums, announcements made by your lecturers, and so forth can also be accessed via myUnisa.

To register for myUnisa, click on the "Join myUnisa" link on the left navigation panel on the following website: <http://my.unisa.ac.za>.

- **Study groups**

It is advisable to contact your fellow-students. One way to do this is to form study groups/networks. The addresses of students in your area may be obtained from the following department:

Directorate: Student Administration and Registration
PO Box 392
Unisa 0003

You can also keep an eye on the COM2602 Discussion Forum on myUnisa, as students regularly use this tool to form their own study groups.

- **Free computer and internet access**

Unisa has entered into partnerships with establishments Telecentres in various locations across South Africa. The University does this to enable you (as a Unisa student) free access to computers and the internet. This will enable you to conduct the following academic-related activities: registration; online submission of assignments; engaging in e-tutoring activities and signature courses; etc. Please note that any other activity outside these activities are for your own costing (e.g. printing, photocopying, etc). For more information on the Telecentre nearest to you, please visit www.unisa.ac.za/telecentres.

- **myLife student account**

Once you have registered at Unisa, you will receive a myLife student e-mail account. It is very important to access this account regularly as the university will use this as a primary method of communication with you. If you prefer using a different e-mail account – for example an e-mail account at your workplace – you will be able to forward your myLife account to the e-mail account of your choice. Please consult the booklet entitled *my Studies @ Unisa* if you wish to obtain more information in this regard.

6 STUDY PLAN

Please consult the Study @ Unisa brochure for general time-management and planning skills.

Draw up your own study programme for each modules that you are registered for in a specific semester, including COM2602. Remember that a semester generally extends over a period of 15 weeks. In your study programme, take into account the due dates for your assignments, and the examination dates. Remember to always allow yourself sufficient time to revise for the examination.

7 PRACTICAL WORK AND WORK-INTEGRATED LEARNING

There are no practicals or work-integrated learning components for this module.

8 ASSESSMENT

8.1 Assessment criteria

You have to complete two (2) assignments and write one (1) venue-based examination for the semester you are registered for. Assignments are seen as part of the learning material for this module. As you do your assignments, study your study material and discuss the module with your fellow-students or tutors, so that you are actively engaged in learning. Please read the assessment criteria and guidelines for each assignment carefully, as this will help you to understand what is required of you.

8.2 Assessment plan

Both assignments contribute towards your semester mark for COM2602. Your final mark for this module will therefore consists of:

- a semester mark contributing 20% (earned proportionately according to the marks that you obtain for your two assignments)
- an examination mark contributing 80% towards the final mark

The mark you obtain for Assignment 01 will contribute a maximum of 50% towards the semester mark (or a maximum of 10% towards the final overall mark), and the mark you obtain for Assignment 02 will contribute a maximum of 50% towards the semester mark (or a maximum of 10% towards the final overall mark).

8.3 Assignment numbers

8.3.1 General assignment numbers

Assignments are numbered consecutively per module, starting from 01 (e.g. Assignment 01 and 02, etc).

8.3.2 Unique assignment numbers

In addition to the general assignment numbers (Assignment 01, 02, etc), assignments also have unique assignment numbers. In this module, unique assignment numbers are given to both assignments in both semesters.

Semester 1:

If you are registered for Semester 1, the unique assignment numbers for your assignments are as follows:

Assignment 01:	838960
Assignment 02:	853144

Semester 2:

If you are registered for Semester 2, the unique assignment numbers for your assignments are as follows:

Assignment 01:	870651
Assignment 02:	894331

8.4 Assignment due dates

Semester 1:

If you are registered for Semester 1, the due dates for your assignments are as follows:

Assignment 01:	19 March 2018
Assignment 02:	20 April 2018

Semester 2:

If you are registered for Semester 2, the due dates for your assignments are as follows:

Assignment 01:	17 August 2018
Assignment 02:	14 September 2018

- The due dates are the dates on which your assignments should be at the main campus of Unisa in Pretoria.
- It is unacceptable to claim that your assignment was submitted at a regional office on a specific date – the mail from a regional centre can take up to a week to reach the main campus.

8.5 Submission of assignments

- Both assignments (01 and 02) are compulsory and must be submitted by the respective due dates.
- You have to submit Assignment 01 in order to gain admission to the examination, as admission is not automatic.
- Should you not submit Assignment 01 on time, you will have to re-register for this module in the next semester.
- Assignment 02 also contributes to the semester mark and it is therefore necessary to submit it on time.
- Late assignments will be returned to you unmarked and you will receive 0%.

When submitting an assignment, please ensure that you have indicated the correct general assignment number (in this case, 01 or 02) on it, as well as the correct unique assignment number.

Please do NOT wait until the last day (due date) to submit assignments electronically. Irrespective of whether your computer breaks down or it has a virus, it remains your responsibility to ensure that your assignments reach Unisa in Pretoria on time. Assignments may NOT be submitted to lecturers via fax or e-mail.

Please keep a copy of your assignment which you can produce if your assignment goes missing. For detailed information and requirements as far as the submission of assignments is concerned, please see the brochure Study @ Unisa.

If you have access to myUnisa, you can check whether a submitted assignment has been recorded on the system (there will be a date in the “Processed” column). The mark allocated to you for an assignment (once it has been marked) and the date on which the assignment was returned to you are also indicated on myUnisa.

- An assignment can be submitted only ONCE (whether by post or via myUnisa). No re-submissions will be accepted.
- You therefore have to ensure that the assignment you submit is the final and complete copy.

Bear in mind that you and your lecturers are privy to the same information on myUnisa. If you have questions about the mark you have received for an assignment, you may phone us to discuss the matter, or you can e-mail us a copy of the whole assignment (including the inside and outside of the cover docket). Please state your student number and the module code clearly in the subject line of your e-mail. You then need to explain the problem clearly in the body of your e-mail and also include your contact details.

Once assignments have been marked and the marks have been recorded on the system, these assignments are automatically posted back to you by snail mail (post) or electronically. The marker’s comments and other feedback will appear on the marked assignment. You are welcome to contact us (your lecturers) with questions relating to the assignment and the marks awarded (provided that you have seen the comments, the feedback and the marks awarded).

8.5.1 Important guidelines for completing assignments

When you work through the questions in the assignments, you will note that almost all the sections and study units in the syllabus are covered.

This should indicate to you that it is important to study ALL THE STUDY MATERIAL and not to deem some sections more important than others. The format of the questions in the examination will also be similar to that of the assignment questions.

- Assignments 01 and 02 consist of paragraph/essay-type questions.
- Assignments MUST include the following:
 - a declaration that it is your own work that you are submitting
 - a table of contents
 - an introduction
 - a conclusion
 - a list of sources consulted
 - along with the answers to the assignment questions and the answers to the self-assessment and reflection questions.
- Each of these elements worth a number of marks. Tutorial Letter 301 (CMNALLE/301) contains examples of each of these items and their correct presentation. Please study Tutorial Letter 301 (CMNALLE/301) before you attempt Assignment 01 and ensure that you are familiar with the examples given there.
- You may submit assignments in a typed or handwritten format.
- Both assignments for the semester may be submitted to the University either by snail mail (post) or electronically via myUnisa.
- However, we strongly encourage you to submit your assignments via the myUnisa platform, as it makes it easier to track and trace your submissions, while you will also receive feedback sooner.

8.5.2 Submitting assignments via myUnisa – general guidelines

For detailed information, please refer to the *my Studies @ Unisa* brochure, which you should have received with your study material.

To submit an assignment via myUnisa, please do the following:

- Go to the myUnisa website (<http://my.unisa.ac.za>).
- Log in with your student number and password.
- Select the module (in this case, COM2602) from the orange bar.
- Click on “Assignments” in the menu on the left-hand side of the screen.
- Click on the number (01 or 02) of the assignment that you want to submit.
- Follow the instructions displayed on the screen.

- Assignments submitted via myUnisa have a size restriction. If you experience any trouble with, or have any enquiries about the electronic submission of assignments, please send an e-mail to mylifehelp@unisa.ac.za.
- Assignments may NOT be submitted by fax, e-mail, or directly to lecturers, since they have to be registered formally on the university system. For more information, please consult the brochure Study @ Unisa.
- Assignments submitted electronically via myUnisa will be returned to you via a link on your myLife e-mail account, once marked. Please activate your myLife e-mail account and link this account to your regular e-mail account.

If you are experiencing problems with the submission of an assignment via myUnisa, please first make sure that your assignment is in the correct format. The Department accepts documents that are created in Microsoft Word and Acrobat (PDF).

Preferably, you should submit your assignment in **PDF format**, as the University's marking software only uses this format. For the University to first have to convert MS Word documents is time-consuming and delays the marking process. You must save your assignment as a PDF document and **NOT scan it in**. We are unable to use the marking tools if the assignment is scanned in.

8.5.3 Plagiarism

The dangers of plagiarism cannot be overemphasised. It can have a very serious impact on your academic career if you do not acknowledge other authors in your work. You are referred to Tutorial Letter 301 (CMNALLE/301) for more detailed information on plagiarism. Please familiarise yourself with the content of this tutorial letter, as well as with the Disciplinary Code for Students.

In the past, some students have copied text from their prescribed book or study guide, and presented these copies as original work in their assignments. If you do not acknowledge the authors of the sources that you use, you are committing plagiarism, which is a very serious transgression.

If you have committed plagiarism, the University is obliged to subject you to a disciplinary hearing. If you are found guilty, you may be suspended and excluded from studying at all universities (including Unisa) for several years.

Therefore, you have to interpret the information in your prescribed book and study guide and make it your own. In other words, you have to understand the meaning of the contents, interpret it, and present it in your own words.

Although students may work together when preparing assignments, each student must write and submit his/her own assignment. In other words, you must submit your own ideas in your own words, sometimes interspersing them with relevant short quotations that are properly referenced.

Students are not allowed to submit identical assignments on the basis that they worked together. That is copying (which constitutes a form of plagiarism). NONE such assignments will be marked. Furthermore, you may be penalised or subjected to disciplinary proceedings by the University.

8.5.4 Feedback on the assignments

You will receive feedback on the assignments in a follow-up tutorial letter to be sent to you after the due date of Assignment 02. This tutorial letter will also be made available on myUnisa. The markers will comment constructively on your written assignments. Additionally, feedback and model answers on both assignments (Tutorial Letter 201) will be sent to all students registered for COM2602.

Please check your answers against the model answers given in Tutorial Letter 201. This is an important part of your learning and should help you to be better prepared for the examination.

8.6 The assignments

8.6.1 Semester 1

Only students registered for Semester 1 should submit this Assignment 01.

Important information regarding Assignments 01 and 02

Both Assignment 01 and 02 are COMPULSORY!

You will NOT be admitted for the examination if you do not submit Assignment 01 by the due date.

Remember to enter the unique assignment number correctly in the space provided when submitting assignments.

ASSIGNMENT FORMAT

Assignments 01 and 02 consist of paragraph/essay-type questions. These may be answered in a typed or handwritten format.

Use the study guide and the prescribed book as your primary sources.

Each assignment should not exceed eight (8) typed (1.5 spacing) pages or ten (10) handwritten pages. This excludes the table of contents and list of sources. Owing to the large number of assignments we receive, only the first eight (8) typed pages (or ten handwritten pages) will be marked and your mark will be based only on this work.

It is therefore essential that you do not exceed the maximum length for the assignment.

As mentioned earlier, the correct compilation and sequence of elements that should be included in assignments are:

- cover page
- declaration of own work submitted
- table of contents
- introduction
- body of assignment (answers to the assignment questions)
- conclusion
- answers to the self-assessment and self-reflection questions
- list of sources consulted

TECHNICAL PRESENTATION

Please ensure that an assignment complies with the departmental requirements for the technical presentation of assignments.

Please note that the Department of Communication Science has a specific formatting guidelines, which we want you to adhere to precisely. Please consult Tutorial Letter 301 (CMNALLE/301) for extensive guidelines on technical presentation. Also read and take cognisance of the section on plagiarism. Additional guidelines, specific to this course, are provided on myUnisa.

The technical presentation criteria applicable to Assignments 01 and 02 are as follows:

- The assignment must contain a personal declaration that the work you submitted is your own.
- The table of contents must correspond with the numbering, headings and sub-headings in the assignment. Correct page numbers must be supplied.
- An introduction to the overall assignment must be included, in which you clearly state what you will discuss in the assignment. This could consist of a short description of the assignment questions (without writing down the actual questions), as well as the self-assessment and self-reflection questions. The introduction should not be longer than one paragraph.
- A conclusion to the overall assignment must be included, in which you give a short summary of what you have discussed in the assignment. Do not introduce any new information here – just summarise what you have done. The conclusion should not be longer than one paragraph.
- You must cite all your sources in the list of sources consulted, including tutorial letters, the study guide and the prescribed book.
- You need to use the correct referencing technique in the text of the assignment and in the list of sources consulted. The latter should not be numbered.
- You need to adhere to the general rules related to the overall presentation of the assignment. For example, your presentation should not contain language, spelling or typing errors, or personal types of address (UNLESS otherwise stated).
- Also, headings and numbering (where required) should be presented in the correct format.
- It is also of vital importance that you adhere to the correct format, structure and stylistic requirements of each piece of writing, as required by the specific-assignment question. Failure to follow these guidelines will result in the loss of marks.

SEMESTER 1: ASSIGNMENT 01
***** COMPULSORY FOR EXAMINATION ADMISSION *****

Due date:	19 March 2018
Unique assignment number:	838960
Total marks:	100
Contribution to semester mark:	50%
Contribution to final mark:	10%

Mark allocation for Assignment 01

Question 1	25 marks
Question 2	25 marks
Question 3	25 marks
Question 4	15 marks
Technical presentation	10 marks
TOTAL	100 marks

QUESTION 1
COMMUNICATION IN THE ORGANISATION

1.1 The communication of organisations is addressed in a number of professional and academic fields. Discuss the following fields of communication with special emphasis on their origins and major emphases:

- | | | |
|-------|-------------------------|------|
| 1.1.1 | Business communication | (5) |
| 1.1.2 | Marketing communication | (5) |
| 1.1.3 | Public relations | (5) |
| | | (15) |

1.2 FJM Limited is an engineering company that operates in the North-West province of South Africa. Earlier this month, the company appointed a new chief executive officer (CEO), Mr James Thabo. The new CEO is an engineer by training. As a result of his training background, Mr Thabo is not familiar with strategy concepts. You have been a communication director at the company for five years.

As the communication director, explain each of the following concepts to the CEO:

- | | | |
|-------|---------------------------|-------------|
| 1.2.1 | Corporate strategy | (2) |
| 1.2.2 | Business strategy | (2) |
| 1.2.3 | Strategy communication | (2) |
| 1.2.4 | Communication strategy | (2) |
| 1.2.5 | Communication of strategy | (2) |
| | | (10) |
| | | [25] |

QUESTION 2
THE RATIONALE FOR INTEGRATING ORGANISATIONS' COMMUNICATION

- 2.1 Duncan (2002) identifies three primary areas where change and evolution have led to the need for integration. Identify and briefly explain these reasons for the move towards an integrated perspective on communication, using relevant practical examples in your discussion. (10)
- 2.2 Discuss the historical development of communication integration, noting the evolution from prior to the industrial revolution into what communication integration is today. (15)
[25]

QUESTION 3
COMMUNICATION INTEGRATION PROCESSES AND PRINCIPLES

- 3.1 Discuss any five (5) of the ten (10) drivers of integration. (15)
- 3.2 Van Riel (1995) identifies three (3) models that organisations use to integrate their corporate identity. Discuss Van Riel's three (3) models below and substantiate your discussions with examples.
- 3.2.1 Uniformity (4)
- 3.2.2 Endorsement (3)
- 3.2.3 Variety (3)
[25]

QUESTION 4
INTEGRATED COMMUNICATION MEASUREMENT

- 4.1 Name and discuss the three (3) integrated communication models that will form the basic building blocks for developing an integrated communication measuring instrument. (6)
- 4.2 Explain and provide practical examples of the following three (3) dimensions of integrated communication evaluation and measurement:
- 4.2.1 Process of integration (3)
- 4.2.2 Output of integration (3)
- 4.2.3 Outcomes or effects of integration (3)
[15]

SELF-ASSESSMENT AND SELF-REFLECTION

- What have you learnt (what knowledge have you gained) by doing the assignment?
- What skills, abilities and orientations (attitudes and values) have you gained?
- Which strengths could you apply in your future life and work environment?
- Which shortcomings do you need to address in future?
- To what extent have you achieved the learning outcomes formulated for each study unit?
(Remember to specify the learning outcomes which you have achieved.)

TECHNICAL PRESENTATION

[10]

TOTAL

[100]

SEMESTER 1: ASSIGNMENT 02

***** This assignment is COMPULSORY! *****

Remember to enter the unique assignment number correctly in the space provided when submitting this assignment.

Although Assignment 02 is not considered for examination admission, you must nevertheless submit it, as it will be very difficult to pass this module without the mark this assignment contributes towards your semester mark.

Due date:	20 April 2018
Unique assignment number:	853144
Total marks:	100
Contribution to semester mark:	50%
Contribution to final mark:	10%

Mark allocation for Assignment 02

TOTAL

100 marks

- Q1 Which of the following elements does **not** form part of the definition of communication integration?
- (1) Stakeholders
 - (2) Cross-functional process
 - (3) Organisation
 - (4) Purposeful dialogue
- Q2 In which time line in the Evolution of Communication Integration was co-ordination of communication first attempted?
- (1) After World War II
 - (2) The 1920s
 - (3) The 1980s
 - (4) The Industrial Revolution

Q3 Duncan (2002) identifies three (3) primary areas where change and evolution have led to the need for integration. Which primary area does this statement represents:

The availability of products and services in almost every category has increased to the extent that there is a sense of product overload in the market.

- (1) Trends within the organisation
- (2) External market trends
- (3) Market orientation
- (4) Societies' demands for organisational integrity

Q4 Which of the following statements is not correct?

- (1) Communication integration is the alignment of all the organisation's messages.
- (2) The attempt to integrate the marketing communication efforts has led to the integration of all internal and external organisational communication efforts.
- (3) Communication integration occurs only externally.
- (4) Each organisation is a brand that is perceived either positively or negatively.

Q5 Market orientation is the responsibility of

- (1) the chief executive officer
- (2) the communication manager
- (3) everyone
- (4) the marketing department

Q6 *Take-5 Stationers* has developed a new pen that is of high quality stainless steel, with ink that never runs dry. It is very expensive and is marketed to successful businessmen.

This is an example of a message.

- (1) planned
- (2) product
- (3) service
- (4) unplanned

Q7 messages tend to have least impact.

- (1) Planned
- (2) Product
- (3) Service
- (4) Unplanned

- Q8 The communication competencies needed at the location where the organisation's service is delivered to the consumer, customer or client is at the level.
- (1) strategic
 - (2) managerial
 - (3) communication management
 - (4) task
- Q9 Duncan and Moriarty (1997) suggest ten (10) specific strategies for marketing integration.
- To generate purposeful interactivity rather than merely a mass-media monologue has a/an focus.
- (1) operational process
 - (2) corporate
 - (3) organisational infrastructure
 - (4) integration
- Q10 To a greater or lesser degree are separated from their environments by some form of boundary and they are more or less self-regulating in terms of their objectives, performance, control and degree of internal and external cooperation.
- (1) employees
 - (2) organisations
 - (3) stakeholders
 - (4) managers
- Q11 Traditionally, communication dealt with communication as it exists within formal, hierarchical, public and private organisations, and between these organisations and their environments.
- (1) organisational
 - (2) corporate
 - (3) marketing
 - (4) business
- Q12 For communication to succeed at the location where external stakeholder's expectations of the organisation, its products and services are formed, the communication must
- (1) make a lot of promises
 - (2) be supported by the messages that are conveyed in planned communication
 - (3) be sustained by a strong and positive organisational reputation
 - (4) be sustained in the short-term

- Q13 In model of integrated communication measurement, the stakeholders of an organisation should be the starting point.
- (1) Ehlers'
 - (2) Van Riel's
 - (3) Barker and Angelopulo's
 - (4) Duncan and Moriarty's
- Q14 Information collected from research and other sources can be stored and used for effective planning.
- This is an example of
- (1) infrastructure
 - (2) databases
 - (3) relationship management
 - (4) integrated agency
- Q15 refers to the product of integrated communication (brand messages).
- (1) Throughput
 - (2) Outcomes
 - (3) Output
 - (4) Input
- Q16 Which of the following is not evaluated in the integrated marketing (IM) audit?
- (1) Internal and external communication networks
 - (2) Identification and prioritisation of stakeholder groups
 - (3) The organisation's customer database
 - (4) The organisation's profitability
- Q17 Which of the following research tool is used in the integrated marketing (IM) audit?
- (1) Interviews
 - (2) Contact point analysis
 - (3) Mystery shoppers
 - (4) All of the above
- Q18 The audit can be used for both planning and evaluation purposes.
- (1) stakeholder relationship
 - (2) process of integration
 - (3) output of integration
 - (4) integrated marketing (IM)

Q19 The dimension of strategic management has to do with the ethical behaviour of organisations and the economic, social and environmental impact of their actions.

As society is becoming more and more aware of the negative impact organisations can have, pressure is increasing on organisations to earn their “license to operate”.

- (1) value creation
- (2) responsibility
- (3) responsiveness
- (4) strategic planning

Q20 What level of strategy is the broadest in scope and is not always formally or explicitly articulated?

- (1) Corporate strategy
- (2) Business strategy
- (3) Enterprise strategy
- (4) Operational strategy

8.6.2 Semester 2

Only students registered for Semester 02 should submit this Assignment 01.

Important information regarding Assignment 01

This assignment is **COMPULSORY!**

You will **NOT** be admitted for the examination if you do not submit this assignment by the due date.

Remember to enter the unique assignment number correctly in the space provided when submitting this assignment.

ASSIGNMENT FORMAT

Assignment 01 and 02 consist of paragraph/essay-type questions. These may be answered in a typed or handwritten format.

Use the study guide and the prescribed book as your primary sources.

Each one of the assignments should not exceed eight (8) typed (1.5 spacing) pages or ten (10) handwritten pages. This excludes the table of contents and list of sources. Owing to the large number of assignments we receive, only the first eight (8) typed pages or ten (10) handwritten pages will be marked and your mark will be based only on this work.

It is therefore essential that you do not exceed the maximum permitted length for the assignment.

The correct compilation and sequence of elements that should be included in assignments are:

- cover page
- declaration of own work submitted
- table of contents
- introduction
- body of assignment (answers to the assignment questions)
- conclusion
- answers to the self-assessment and self-reflection questions
- list of sources consulted

TECHNICAL PRESENTATION

[10 marks]

Please ensure that this assignment complies with the departmental requirements for the technical presentation of assignments.

Please note that the Department of Communication Science has specific formatting guidelines, which we want you to adhere to precisely. Please consult Tutorial Letter CMNALLE/301 for extensive guidelines on the technical presentation. Also read and take cognisance of the section on plagiarism. Additional guidelines, specific to this course, are provided on myUnisa.

The technical presentation criteria applicable to Assignment 01 are as follows:

- The assignment must contain a personal declaration of the work you have submitted as your own.
- The table of contents must correspond with the numbering, headings and sub-headings in the assignment. Correct page numbers must be supplied.
- An introduction to the overall assignment must be included, in which you clearly state what you will discuss in the assignment. This could consist of a short description of the assignment questions (without writing down the actual questions), as well as the self-assessment and self-reflection questions. The introduction should not be longer than one paragraph.
- A conclusion to the overall assignment must be included, in which you give a short summary of what you have discussed in the assignment. Do not introduce any new information here – just summarise what you have done. The conclusion should not be longer than one paragraph.
- You must cite all your sources in the list of sources consulted, including tutorial letters, the study guide and the prescribed book.
- You need to use the correct referencing techniques in the text of the assignment and in the list of sources consulted. The latter should not be numbered.
- You need to adhere to the general rules related to the overall presentation of the assignment. For example, your presentation should not contain language, spelling or typing errors, or personal types of address (UNLESS otherwise stated).
- Also, headings and numbering should be presented in the correct format.
- It is also of vital importance that you should adhere to the correct format, structure and stylistic requirements of each piece of writing, as required by the specific assignment question. Failure to follow these guidelines will result in a loss of marks.

SEMESTER 2: ASSIGNMENT 01
***** COMPULSORY FOR EXAMINATION ADMISSION *****

Due date:	17 August 2018
Unique assignment number:	870651
Total marks:	100
Contribution to semester mark:	50%
Contribution to final mark:	10%

Mark allocation for Assignment 01

Question 1	25 marks
Question 2	25 marks
Question 3	25 marks
Question 4	15 marks
Technical presentation	10 marks
TOTAL	100 marks

QUESTION 1
COMMUNICATION IN THE ORGANISATION

- 1 Discuss the following fields of communication with specific references to their major emphasis:
 - 1.1.1 Corporate communication (3)
 - 1.1.2 Management communication (3)
 - 1.1.3 Marketing Communication (3)
- 1.2 Explain the differences between 'academic' organisational communication and 'professional' organisational communication in terms of their goals. (4)
- 1.3 Explain each of the following concepts of strategy and provide relevant examples in your explanation:
 - 1.3.1 Strategy as ploy (3)
 - 1.3.2 Strategic planning (3)
 - 1.3.3 Corporate strategy (3)
 - 1.3.4 Communication of strategy (3)

[25]

QUESTION 2
THE RATIONALE FOR INTEGRATING ORGANISATIONS' COMMUNICATION

- 2.1 Define communication integration and give the three (3) main reasons for the move to integration. (10)
- 2.2 You are the communication manager for Talkative, a manufacturer of mobile telephones. You have been tasked with integrating communication within the organisation and in order to do so, you realise the need to align messages from all sources.

Explain, with examples:

- 2.2.1 The name of the messages (4)
- 2.2.2 The sources of the messages (4)
- 2.2.3 The impact and believability of each message as well as how these contribute to integration (7)
- [25]**

QUESTION 3
COMMUNICATION INTEGRATION PROCESSES AND PRINCIPLES

As a consultant, you have been called in to assist Coola Cola in the integration of their communication, which, until now, has been managed by an advertising agency. The organisation has an annual strategic plan, which is usually edited and re-used the following year. There is no official vision and mission document for Coola Cola.

Coola Cola has been marketing their product intensively to wholesalers, yet has not found a significant increase in sales. The company has a customer feedback hotline and the call centre operators are required to capture each telephone call in a database. However, this information is not being fed back to Marketing department. Staff turnover is high and there is little motivation for employees within the company.

You need to explain Duncan and Moriarty's ten strategies (or drivers) of marketing integration, which form the foundation of your proposal, to the CEO of Coola Cola.

Discuss these in detail, and conclude with five (5) recommendations to be implemented in the company. **[25]**

QUESTION 4
INTEGRATED COMMUNICATION MEASUREMENT

4.1 The integrated marketing (IM) audit and the stakeholder relationship audit are both valuable in evaluating an organisation's relationship building efforts.

4.1.1 Explain each of these models. (4)

4.1.2 Identify the unique benefits of both measuring instruments. (11)
[15]

SELF-ASSESSMENT AND SELF-REFLECTION

- What have you learnt (what knowledge have you gained) by doing the assignment?
- What skills, abilities and orientations (attitudes and values) have you gained?
- Which strengths could you apply in your future life and work environment?
- Which shortcomings do you need to address in future?
- To what extent have you achieved the learning outcomes formulated for each study unit?

(Remember to specify the learning outcomes which you have achieved.)

TECHNICAL PRESENTATION [10]

TOTAL [100]

SEMESTER 2: ASSIGNMENT 02
***** This assignment is COMPULSORY! *****

Remember to enter the unique assignment number correctly in the space provided when submitting this assignment.

Although Assignment 02 is not considered for examination admission, you must nevertheless submit it, as it will be very difficult to pass this module without the mark, this assignment contributes towards your semester mark.

Due date:	14 September 2018
Unique assignment number:	894331
Total marks:	100
Contribution to semester mark:	50%
Contribution to final mark:	10%

Mark allocation for Assignment 02

TOTAL: 100 marks

Multiple choice questions

Questions 1 – 4

A well-known conceptualisation of the strategy concept is Mintzberg's (1987) 5 Ps – five related definitions of strategy. Match the concepts in column A with the definitions in column B.

COLUMN A	COLUMN B
Q1 Strategy as perspective	(1) In some instances, strategy is not a preconceived plan but rather the result of a range of actions taken by an organisation. Therefore, strategy is detected in retrospect – looking back and discerning patterns in the organisation's behaviour.
Q2 Strategy as position	(2) Defined in this way, strategy is equated to the character of an organisation – a certain way of acting and responding, shared by the members of an organisation.
Q3 Strategy as pattern	(3) This definition implies that strategy is forward-looking - it is developed in advance of the actions it applies to. Strategy is intentional and purposeful.
Q4 Strategy as plan	(5) Strategy is seen as achieving the best fit between the internal context and capabilities of the organisation and the characteristics and demands of the external environment.

- Q5 In the year of the evolution of communication, many organisations saw marketing as the establishment of a relationship between brand and customer.
- (1) 1980s
 - (2) 1990s
 - (3) 2000s
 - (4) current
- Q6 When organisations grow, the number of departments within them also grow, requiring better coordination.
- This is an example of how have led to the need for change and evolution in the organisation.
- (1) market orientation
 - (2) external market trends
 - (3) alignment of messages from all sources
 - (4) trends within the organisation
- Q7 Which of the following statements does **not** refer to one of Duncan and Moriarty's 10 drivers for marketing integration?
- (1) Not just market the product claims, but also the corporate mission.
 - (2) Do not just make transactions, but create and nourish relationships.
 - (3) Rather use an integrated rather than a traditional agency.
 - (4) Use departmental rather than cross-functional planning and monitoring.
- Q8 It is rare that an organisation's messages will be accepted, perceived or integrated exactly as intended by the organisation.
- The main reason for this is that stakeholders
- (1) experience a lot of noise
 - (2) have unique frames of reference
 - (3) suffer from information overload
 - (4) have various degrees of intelligence
- Q9 The messages inherent in marketing are
- (1) immediate
 - (2) short term
 - (3) medium term
 - (4) long term
- Q10 Rules or directives, sequencing, routines and group problem solving are methods of
- (1) managing communication integration
 - (2) integration processes
 - (3) corporate guidelines
 - (4) planned communication

- Q11 Regular, informal discussions between a communications manager and the CEO of an organisation before communication strategy is developed and implemented, to ensure that communication is aligned with the organisation's overall objectives, is an example of
- (1) rules or directives
 - (2) sequencing
 - (3) routines
 - (4) group problem solving
- Q12 The following statement is associated with which of Duncan and Moriarty's (1998) brand equity drivers?
- "All communication objectives and strategies must be justified in terms of what needs to be done to manage relationships better".
- (1) Zero-based planning
 - (2) Core competencies
 - (3) Corporate mission marketing
 - (4) Strategic consistency maintenance
- Q13 Implementing a system of computerised decision-making support systems is an element of
- (1) definition of common starting points
 - (2) use of common operational systems
 - (3) coordination of decision making in communication
 - (4) preparation of communication activities
- Q14 Who does Ehlers (2002) propose to be responsible for coordinating communication in the organisation?
- (1) The communication department
 - (2) The CEO
 - (3) The integrator
 - (4) The stakeholders
- Q15 What is one of the challenges of integrating online and traditional research methods?
- (1) Online research methods are expensive to implement.
 - (2) Traditional research methods have become obsolete.
 - (3) Online research methods are time-consuming.
 - (4) Efforts need to be coordinated properly.

- Q16 Operational guidelines are specifications for the implementation of communication projects, such as the following:
- (1) The company should engage their stakeholders in one social media channel.
 - (2) The central message should be adapted to fit different communication material.
 - (3) Specific procedures could be set for the transformation of every customer contact into a communication opportunity.
 - (4) Different advertising agencies should be used for projects, according to their expertise.
- Q17 Companies, their services and products that tend to be presented as a multitude of brands with different identities is an example of the model.
- (1) uniformity
 - (2) variety
 - (3) endorsement
 - (4) integration
- Q18 The social and associated aspects of marketing and business in general depend on
- (1) profit
 - (2) relationships
 - (3) dialogue
 - (4) databases
- Q19 Which of the following drivers, according to Duncan and Moriarty (1998), has a corporate focus?
- (1) Mission marketing
 - (2) Cross-functional management
 - (3) stakeholder focus
 - (4) Zero-based planning
- Q20 is necessary to ensure consistency (strategic coherence) between the different levels of strategy formulation (enterprise, corporate, business, functional and operational) and implementation in an organisation.
- (1) Communication of strategy
 - (2) Communication strategy
 - (3) Strategy communication
 - (4) Strategic planning

8.7 Other assessment methods

The assignments and the examination are the only assessment methods used in this module. There are no other assessments for this module.

8.8 The examination

The examination for COM2602 takes place at the end of each semester. This means the following:

- If you are registered for Semester 1, you will write the examination in May/June 2018, with a supplementary examination opportunity in October/November 2018.
- If you are registered for Semester 2, you will write the examination in October/November 2018, with a supplementary examination opportunity in May/June 2019.

The final examination date, information on the examination venue and time, and other general information will be made available to you in writing during the course of the semester.

If you have not received this information by the beginning of April (for Semester 1) or by the beginning of September (for Semester 2), please contact the Examination Section immediately by sending an e-mail to exams@unisa.ac.za.

- **Examination admission is NOT automatic**
- You have to submit Assignment 01 in order to gain admission to the examination (that is, to be allowed to write the examination), as admission is not automatic.
- If you do not submit Assignment 01, you will have to re-register for this module in the next semester.
- Although Assignment 02 is not taken into account for admission to the examination, you must nevertheless submit this assignment as it will be very difficult to pass the module without the mark that this assignment contributes to the semester mark.
- Remember that you will only receive marks for assignments which are received by the specified due dates.
- Therefore, ensure that you submit Assignment 01 by the due date in order to qualify for examination admission.
- NO EXTENSIONS will be given for the late submission of any assignment and all assignments received after the specified due dates will be returned unmarked – in other words, you will receive 0%.
- **Important information about the examinations**
- Only students who have obtained admission to the examination by submitting Assignment 01 will be eligible to sit for the examination, as admission is not automatic.
- You have to obtain a minimum final mark of 50% to pass this module.
- Because provision has been made for you to accumulate a maximum of 20% towards your final mark (by doing the assignments), a sub-minimum of 40% is applicable to the examination.
- In reality, this means that you have to obtain at least 40% in the examination, otherwise you will automatically fail the examination, and, therefore, the module.
- Furthermore, you have to have a minimum of 50% for your final mark (semester mark and examination mark combined) in order to pass this module. Refer to the brochure Study @ Unisa for more information in this regard.

- If your examination results are blocked due to outstanding study fees, please phone 012 429 4299. Once you have settled the outstanding amount, you have to request that your examination results be released. Lecturers cannot do this, since we do not have access to these systems.
- You can also consult the Study @ Unisa brochure for general examination guidelines and guidelines on how to prepare for your examination.
- You DO NOT have to provide a cover page, declaration of own work submitted, table of contents, self-assessment and self-reflection questions nor a list of sources consulted in the examination.
- However, you must pay careful attention to grammar, spelling, articulation, alignment, margins, headings, numbering and the overall structure and format of your work in the examination. All technical aspects and academic standards are discussed in Tutorial Letter 301 (CMNALLE/301).
- Use an academic writing style and particularly, write in the third person, as we are training you to write in a formal tone of voice.
- **The examination question paper**

To help you with your preparation for the examination, you will receive a tutorial letter that will explain the format of the examination question paper and set out clearly what material you have to study for examination purposes.

- It is important to note that the examination will be based on ALL the study material, including the assignments.
- The COM2602 examination question paper is a single two-hour paper.
- The COM2602 examination will consist of one two-hour paper (of 100 marks), that will include short questions and essay-type questions. The examination paper will be based on the prescribed book, the study guide, all the tutorial letters and the assignments.
- When writing your examination, it is up to you to review the examination question paper to determine how much time you will need for each question.
- You are strongly advised not to spend too much time on any specific question, or you may not be able to answer all the questions within the specified time limit.
- **What happens if I fail the examination?**

Should you fail COM2602 in Semester 1 and qualify for a supplementary examination (that is, obtain the sub-minimum requirement of 40% in the examination and a final mark of at least 45% for the module), you will be allowed to sit for the supplementary examination in October/November 2018. If you fail the module in Semester 2 and qualify for a supplementary examination, you will be allowed to sit for the supplementary examination in May/June 2019.

Please note that should the University grant you a supplementary examination, your semester mark will NOT count towards your final mark. In other words, your examination will constitute 100% of your final mark and you will have to achieve a mark of at least 50% in the supplementary examination to pass the module. However, this arrangement will not affect students who write the aegrotat examination. This kind of examination is written by students who were ill on the day of the examination and whose medical condition is confirmed by a valid medical certificate. The semester mark of these students will count towards their final mark.

The supplementary examinations are based on the same syllabus and module content that you have studied during the semester, but new information will be incorporated and a new examination scope will apply. Therefore, please contact your lecturers before you write the supplementary examination and ask for the most recent tutorial letter pertaining to the supplementary examination.

Should you fail COM2602 in any semester and not qualify for a supplementary examination, you will have to re-register for the module in the next semester and completely redo the assignments and the examination.

There are still students who think that they can take notes into the examination venue and that they will not be caught cheating. If you are caught during the examination with any information related to this module, you will face a disciplinary hearing. You may be suspended from studying at Unisa and any other tertiary institution for a number of years, if found guilty. It is not worth throwing away your academic career! Rather be well prepared for the examination. It is not a quiz and if you study all the study material, you will be able to answer all the questions.

9 FREQUENTLY-ASKED QUESTIONS

We receive many telephone calls and e-mails from students asking the same questions. Please note that there is an A-Z guide which contains the most relevant study information and associated questions in the Study @ Unisa brochure. Therefore, before you phone or e-mail us with a question, please ensure that this question has not already been answered.

10 SOURCES CONSULTED

Angelopulo, GC & Barker, R (eds). 2013. *Integrated organisational communication*. 2nd edition. Lansdowne: Juta.

11 IN CLOSING

This tutorial letter contains essential information for COM2602. Additional information will be posted on myUnisa throughout the semester and we actively engage on the discussion forums on this platform, so we invite you to participate as much as possible to get the most out of this module. Our team of lecturers will be happy to assist you with any queries. We trust that you will find this an interesting and enjoyable module and wish you great success in your studies.

THE COM2602 TEAM
