



Want to Build Brands, Tell Stories, and Make a Difference in Communities?

If you enjoy creating content, sharing ideas, building brands, implementing strategies, working with people, or making a difference in your community, communication could be the right space for you. At the **NWU School of Communication**, you'll learn how to turn your creativity, strategic thinking, writing skills and digital skills into professional strengths — from developing and managing brands and their reputation to telling powerful stories, creating content, and supporting positive change in communities.

Our **BA Communication** degree helps you become a professional communicator, creative content creator, and critical thinker who can work across media, organisations, and community spaces — both online and offline.

What Makes a Successful Communication Practitioner?

- Enjoy working with words, visuals, and ideas
- Like expressing yourself clearly and creatively
- Work well in teams
- Think logically, meet deadlines and thrive under pressure
- Stay curious about what's happening in the world
- Want to make a difference through communication

What will you learn?

- **Corporate Communication**
Learn how organisations build trust, manage their reputation, connect with stakeholders, and communicate strategically in fast-changing environments.
- **Development Communication**
Use communication to support social change. Work with NGOs, government initiatives, and corporate social responsibility projects that improve communities.
- **Journalism & Media Studies**
Tell stories that matter across platforms, from news reporting to digital content creation, while learning about media ethics, law, and the role of journalism in society.

Why study Communication at the NWU?

- Gain practical, career-ready skills
- Combine your understanding and skills from corporate and development communication with journalism and media studies to operate in any communication context
- Prepare for a fast-moving digital communication world
- Learn how to communicate with purpose and impact

What could you do with a communication degree?

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| Public relations practitioner | Development Communication consultant | Journalist (print, broadcast, online) |
| Brand and reputation specialist | CSR communication specialist | Copywriter |
| Marketing specialist | Community engagement specialist | Social media specialist |
| | | Broadcast producer |

Visit our website for more information: Communication | humanities.nwu.ac.za