

HND Corporate Communication

Course Overview & Study Guide

Note: This document is an academic study guide produced by UNEE based on the official HND examination framework. It is not an official government syllabus. For the official syllabus, contact the Ministry of Higher Education, Cameroon.

About HND Corporate Communication

Every organisation needs to communicate effectively with customers, employees, media, and the public. Corporate Communication graduates manage these communications strategically.

The program blends media writing, public relations, marketing communication, and digital media.

Demand for corporate communication professionals is growing as Cameroon's business environment becomes more competitive.

Course Structure — HND COC

Credit values are set by the Ministry of Higher Education, Cameroon.

PROFESSIONAL COURSES

Code	Course Title	Credits
COC11	Case Study	14
COC12	Practices in Corporate Communication	10
COC13	Contemporary Issues and Communication	8
COC14	Business and Corporate Communication	6
COC15	Introduction to Mass Communication	6
COC16	Entrepreneurial Studies	2
COC17	Media and Strategy Relations	4

TRANSVERSAL COURSES

Code	Course Title	Credits
ENG101	English Language	1

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FRN101	French Language	1
LCE101	Law and Citizenship Education	1
ECE21	Enterprise Creation and Entrepreneurship	1
CMS23	Computer Studies	1

Total Credits: 55

Career Paths — HND Corporate Communication

- Corporate Communications Officer
- Social Media Manager
- Media Relations Officer
- Marketing Communications Executive
- Public Relations Manager
- Brand Communications Specialist
- Internal Communications Manager

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