



Course Outline

Course Code	Course Title	ECTS Credits
COMM-450	Corporate Communication	6
Prerequisites	Department	Semester
COMM-321 / COMM-322	Communications	Spring
Type of Course	Field	Language of Instruction
Required	PR, Advertising and Marketing	English
Level of Course	Lecturer(s)	Year of Study
1 st Cycle	DR. Nicholas Nicoli	3/4
Mode of Delivery	Work Placement	Corequisites
Conventional (Face-to-face)	Yes (120 Hours)	None

Course Objectives:

The main objectives of the course are to:

- Address the theoretical and practical applications and skills necessary to build, maintain and protect an organisation's reputation, image and identity through an integrated method.
- Focus on the tasks and functions of specific corporate communication areas, like reputation management, stakeholder relations, CSR and other areas which enhance the dynamic function of a corporation while creating and maintaining a strong image for the organisation both externally and internally.

Learning Outcomes:

After completion of the course students are expected to be able to:

1. To apply different PR models and theories to practice
2. To compare and plan the changes occurring in the field of PR and corporate communications
3. To be able to construct crisis management plans, issues management plans, reputation management plans
4. To demonstrate how to build reputation through a holistic approach to communication
5. To design corporate social responsibility plans
6. To be able to convincingly analyze, compare and use communications plans
7. To become familiarized with the tactics of other communication areas such as advertising and promotion

Course Content:

- Techniques and methods in management communication
- The significance of corporate social responsibility
- Communication to Reputation management
- Management communication in a crisis
- Creating Identity
- Measuring corporate identity
- Communicating with the corporate brand
- Managing the corporate image
- Building a communication strategy
- Corporate Advertising
- Developing a reputation platform
- Understanding Social Media and Branding

Learning Activities and Teaching Methods:

Lectures, Presentations, Practical Exercises, Group Assignments, and Assignments.

Assessment:

Presentation
Project
Class participation and performance

Required Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Corporate Communications: A guide to theory and Practice (5 th Edition)	Joep Cornelissen	Sage	2014	1473953707

Recommended Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Corporate Communications (5th Edition)	Argenti, Paul	McGraw Hill	2009	0071276157