



Course Code COMM - 450	Course Title Corporate Communication	Credits (ECTS) 6
Department Communications	Semester Spring	Prerequisites COMM 321, COMM 322
Type of Course Elective	Field PR, Advertising and Marketing	Language of Instruction English
Level of Course 1 st Cycle	Year of Study 4 th	Lecturer Nicholas Nicoli
Mode of Delivery Face-to-face	Work Placement N/A	Co-requisites None
Recommended Optional Programme Components: N/A		

Objectives of the Course:

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:

- To apply different PR models and theories to practice.
- To compare and plan the changes occurring in the field of PR and corporate communications.
- To be able to construct crisis management plans, issues management plans, reputation management plans.
- To demonstrate how to build reputation through a holistic approach to communication.
- To design corporate social responsibility plans.
- To be able to convincingly analyze, compare and use communications plans.

Course Contents:

1. Techniques and methods in management communication
2. The significance of corporate social responsibility
3. Communication to Reputation management
4. Management communication in a crisis
5. Creating Identity
6. Measuring corporate identity
7. Communicating with the corporate brand
8. Managing the corporate image
9. Building a communication strategy
10. Corporate Advertising
11. Developing a reputation platform
12. Understanding Social Media and Branding

Teaching Methods:

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

Assessment Methods:

Homework, Project, Mid-Term, Final Exam.

Required Textbooks:

Authors	Title	Publisher	Year	ISBN
Nicholas Nicoli	Course Notes	Student Intranet/ Handbook	2011	

Recommended Textbooks/Reading:

Authors	Title	Publisher	Year	ISBN
Argenti, Paul	Corporate Communications (5 th Edition)	McGraw-Hill	2009	0071276157
Cees B.M. van Riel	Essentials of Corporate Communication: Implementing Practices for Effective Reputation Management	Routledge	2007	0415328268