

<b>DEREE COLLEGE SYLLABUS FOR: CN 4470 CORPORATE COMMUNICATION</b>									
(Fall 2020)	<b>US CREDITS: 3/0/3</b> <b>UK LEVEL: 6</b> <b>UK CREDITS: 15</b>								
<b>PREREQUISITES:</b>	WP 1010 Introduction to Academic Writing WP 1111 Integrated Academic Writing and Ethics CN 2202 Writing for the Media CN 2203 Introduction to Public Relations								
<b>CATALOG DESCRIPTION:</b>	The strategic role of communication in shaping relations with stakeholders and creating meaning for businesses and the societies within which they operate.								
<b>RATIONALE:</b>	The course provides students with an understanding of corporate communication activities in the context of the strategic management of stakeholder relationships and corporate reputation.								
<b>LEARNING OUTCOMES:</b>	After taking this course students will be able to: <ol style="list-style-type: none"> <li>1. Evaluate and critically assess the general concepts, theories and principles of corporate communication</li> <li>2. Construct a stakeholder map for an organization based on its communication priorities</li> <li>3. Demonstrate the ability to apply the communication strategies and techniques used by different types of organizations</li> </ol>								
<b>METHOD OF TEACHING AND LEARNING:</b>	In congruence with the teaching and learning strategy of the college, the following tools are used: <ul style="list-style-type: none"> <li>- Classes consist of lectures and interactive learning (class discussions on contemporary or past events, as well as case studies assigned by the instructor).</li> <li>- Exercises and primary source documents are assigned as homework, the solutions of which are reviewed in class</li> <li>- Office hours: Students are encouraged to make full use of the office hours of their instructor, where they can discuss the course material.</li> <li>- Use of a Blackboard site, where instructors can post lecture notes assignment instructions, timely announcements, and additional resources.</li> </ul>								
<b>ASSESSMENT:</b>	<p><b>Formative</b></p> <table border="1"> <tr> <td>Case studies discussion and analysis of key concepts, corporate communication material (reports), stakeholder maps.</td> <td style="text-align: center;"><b>0</b></td> </tr> </table> <p><b>Summative:</b></p> <table border="1"> <tr> <td>First assessment: midterm examination (1-hour, problems/essay questions)</td> <td style="text-align: center;"><b>20%</b></td> </tr> <tr> <td>Second assessment: portfolio (presentation of selected elements of the project)</td> <td style="text-align: center;"><b>10%</b></td> </tr> <tr> <td>Third assessment: individual project (3,800-4,000 words)</td> <td style="text-align: center;"><b>70%</b></td> </tr> </table> <p>The formative assessments prepare students for their summative project. The first assessment (midterm examination) tests Learning Outcome 1. The second assessment (portfolio) tests Learning Outcome 3. The third assessment (individual project) tests Learning Outcomes 2 and 3.</p>	Case studies discussion and analysis of key concepts, corporate communication material (reports), stakeholder maps.	<b>0</b>	First assessment: midterm examination (1-hour, problems/essay questions)	<b>20%</b>	Second assessment: portfolio (presentation of selected elements of the project)	<b>10%</b>	Third assessment: individual project (3,800-4,000 words)	<b>70%</b>
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	Students are required to resit failed assessments in this module.
<b>INDICATIVE READING:</b>	<p><b>REQUIRED READING:</b> Cornelissen, J., 2017. Corporate Communication: A guide to theory and practise, 5th Ed. London: Sage Publication.</p> <p><b>RECOMMENDED READING:</b> Argenti. A. Paul 2016. Corporate Communication, 7<sup>th</sup> Ed. Mac Graw Hill Cees B.M. Van Riel 2007. Essentials of Corporate Communication. Implementing Practices for Effective Reputation Management 1<sup>st</sup> Ed. Fombrum Carroll, CE 2013. The Handbook of Communication and Corporate Reputation. New York: Wiley-Blackwell, In Davies, G., Corporate Reputation &amp; Competitiveness, 2003 Routledge Ragas W. Matthew 2014. Business Essentials for Strategic Communicators: Creating Shared Value for the Organization and its Stakeholders 1st ed. Palgrave MacMillan US</p>
<b>INDICATIVE MATERIAL: (E.G. AUDIOVISUAL, DIGITAL MATERIAL, ETC.)</b>	
<b>COMMUNICATION REQUIREMENTS:</b>	All presentations using proper English (oral and written)
<b>SOFTWARE REQUIREMENTS:</b>	Word, PowerPoint, Excel
<b>WWW RESOURCES:</b>	<p><a href="http://www.reputationinstitute.com">www.reputationinstitute.com</a>  <a href="http://www.reputationrx.com/Default.aspx/HOME">http://www.reputationrx.com/Default.aspx/HOME</a>  <a href="http://www.corporatecomm.org">http://www.corporatecomm.org</a>  <a href="http://www.csreurope.org">http://www.csreurope.org</a>  <a href="http://www.eacd-online.eu">http://www.eacd-online.eu</a>  <a href="http://www.communicationmonitor.eu">http://www.communicationmonitor.eu</a>  <a href="http://www.prplace.com">www.prplace.com</a>  <a href="http://www.prweb.com">www.prweb.com</a>  <a href="http://www.prcentral.com">www.prcentral.com</a>  <a href="http://www.prsa.org/tactics">www.prsa.org/tactics</a>  <a href="http://www.prsa.org/strat">www.prsa.org/strat</a>  <a href="http://www.abcomm.co.uk/prweek">www.abcomm.co.uk/prweek</a>  <a href="http://www.prweek.us.com">www.prweek.us.com</a></p>
<b>INDICATIVE CONTENT:</b>	<ol style="list-style-type: none"> <li>1. Corporate Communication: Mapping the field <ol style="list-style-type: none"> <li>a. Defining Corporate Communication:</li> <li>b. Theory and practice perspectives on corporate communications</li> <li>c. The strategic management perspective on corporate communications</li> <li>d. The “Vocabulary of Meanings” in corporate communication</li> </ol> </li> <li>2. The Organization of Communications: Theory and Practice <ol style="list-style-type: none"> <li>a. Organizational Communication: Perspectives &amp; Approaches</li> <li>b. The role of “structure” in organizational communication: Vertical vs Horizontal</li> </ol> </li> <li>3. Communication Strategy: Theory and Practice <ol style="list-style-type: none"> <li>a. Perspectives on strategy in corporate communication</li> <li>b. Making strategy: the process and practice of communication strategy</li> <li>c. Challenges and issues in communications strategy</li> </ol> </li> </ol>

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|  | <ol style="list-style-type: none"><li>4. Corporate Communication in Theoretical Perspective: Stakeholders, Identity and Reputation<ol style="list-style-type: none"><li>a. Understanding stakeholder management and corporate communication</li><li>b. Understanding identity and corporate communications</li><li>c. Understanding reputation and corporate communications</li><li>d. Understanding Corporate Social Responsibility (CSR) and corporate communications</li></ol></li><li>5. Corporate Communication in the digital world</li><li>6. The Future of Corporate Communication: The challenges ahead</li></ol> |
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