

DEREE COLLEGE SYLLABUS FOR: CN 4470 Corporate Communication								
<div>Instruction hours/lab hours/ US credits: 3/0/3 UK LEVEL: L6 UK CREDITS: 15</div> <div>(Updated Fall 2025)</div>								
PREREQUISITES:	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							
CATALOG DESCRIPTION:	The strategic role of communication in shaping relations with stakeholders and creating meaning for businesses and the societies within which they operate.							
RATIONALE:	The course provides students with an understanding of corporate communication activities in the context of the strategic management of stakeholder relationships and corporate reputation.							
LEARNING OUTCOMES:	As a result of taking this course, the student should be able to:  <div><div>1.</div><div>Evaluate and critically assess the general concepts, theories and principles of corporate communication</div></div> <div><div>2.</div><div>Construct a stakeholder map for an organization based on its communication priorities</div></div> <div><div>3.</div><div>Demonstrate the ability to apply the communication strategies and techniques used by different types of organizations</div></div>							
METHOD OF TEACHING AND LEARNING:	In congruence with the teaching and learning strategy of the college, the following tools are used: <div><div>-</div><div>Classes consist of lectures and interactive learning (class discussions on contemporary or past events, as well as case studies assigned by the instructor).</div></div> <div><div>-</div><div>Exercises and primary source documents are assigned as homework, the solutions of which are reviewed in class</div></div> <div><div>-</div><div>Office hours: Students are encouraged to make full use of the office hours of their instructor, where they can discuss the course material.</div></div> <div><div>-</div><div>Use of a Blackboard site, where instructors can post lecture notes assignment instructions, timely announcements, and additional resources.</div></div>							
ASSESSMENT:	<div>Formative</div> <table><tr><td>Case studies discussion and analysis of key concepts, corporate communication material (reports), stakeholder maps.</td><td>0</td></tr></table> <div>Summative:</div> <table><tr><td>First assessment: midterm examination (1-hour, problems/essay questions)</td><td>20%</td></tr><tr><td>Second assessment: Portfolio (Presentation of a stakeholder map laying out all the stakeholders of the company, and their key characteristics while taking under consideration various environmental constituencies towards the development of the proposed campaign)</td><td>10%</td></tr></table>		Case studies discussion and analysis of key concepts, corporate communication material (reports), stakeholder maps.	0	First assessment: midterm examination (1-hour, problems/essay questions)	20%	Second assessment: Portfolio (Presentation of a stakeholder map laying out all the stakeholders of the company, and their key characteristics while taking under consideration various environmental constituencies towards the development of the proposed campaign)	10%
Case studies discussion and analysis of key concepts, corporate communication material (reports), stakeholder maps.	0							
First assessment: midterm examination (1-hour, problems/essay questions)	20%							
Second assessment: Portfolio (Presentation of a stakeholder map laying out all the stakeholders of the company, and their key characteristics while taking under consideration various environmental constituencies towards the development of the proposed campaign)	10%							

	<table border="1" data-bbox="699 107 1497 174"> <tr> <td data-bbox="699 107 1305 174">Final assessment: individual project (3,800-4,000 words)</td><td data-bbox="1305 107 1497 174"><b>70%</b></td></tr> </table> <p>The formative assessments prepare students for their summative project.</p> <p>The first assessment (midterm examination) tests Learning Outcome 1. The second assessment (portfolio) tests Learning Outcome 3. The final assessment (individual project) tests Learning Outcomes 2 and 3.</p> <p>Students are required to resit failed assessments in this module.</p>	Final assessment: individual project (3,800-4,000 words)	<b>70%</b>
Final assessment: individual project (3,800-4,000 words)	<b>70%</b>		
<b>INDICATIVE READING:</b>	<p><b>REQUIRED READING:</b></p> <p>Cornelissen, Joep, 2020. Corporate Communication: A guide to theory and practise, 6th Ed. London: Sage Publication. ISBN:978-1-4739-5369-7</p> <p><b>RECOMMENDED READING:</b></p> <p>Pantea Foroudi, Bang Nguyen, T. C. Melewar, Pantea Foroudi, Bang Nguyen, T. C. Melewar (2022) The Emerald Handbook of Multi-Stakeholder Communication: Emerging Issues for Corporate Identity, Branding and Reputation. Leeds, England: Emerald Publishing Limited</p> <p>Cees B.M. Van Riel 2007. Essentials of Corporate Communication. Implementing Practices for Effective Reputation Management 1<sup>st</sup> Ed. Fombrum</p> <p>Doorley, John, Garcia, Helio Fred (2020) Reputation Management The Key to Successful Public Relations and Corporate Communication 4<sup>th</sup> Ed. New York / London: Routledge.</p> <p>Falkheimer,,Jesper, Heide Mats (2022) Strategic Communication An Introduction to Theory and Global Practice, 2<sup>nd</sup> Ed. New York / London: Routledge.</p> <p>Bochenek, Lukasz M. (2019) Advocacy and Organizational Engagement Redefining the Way Organizations Engage. Leeds, England: Emerald Publishing Limited</p>		
<b>INDICATIVE MATERIAL: (E.G. AUDIOVISUAL, DIGITAL MATERIAL, ETC.)</b>			
<b>COMMUNICATION REQUIREMENTS:</b>	Blackboard and an active ACG email account. High standards of oral and written English for all assignments		
<b>SOFTWARE REQUIREMENTS:</b>	Blackboard CMS; MSOffice		

<b>WWW RESOURCES:</b>	<a href="http://www.reputationinstitute.com">www.reputationinstitute.com</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.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/">www.prsa.org/</a> <a href="http://www.abcomm.co.uk/">www.abcomm.co.uk/</a> <a href="http://www.statista.com">Statista - The Statistics Portal for Market Data, Market Research and Market Studies (oclc.org)</a> <a href="http://www.euromonitor.com">Home - Euromonitor: Passport (oclc.org)</a>
<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. Trends, Theory and practice perspectives on corporate communications</li> <li>c. Corporate Communication in Contemporary Organizations: Integrated Communication</li> <li>d. Corporate communication in a Changing Media Environment: The New Media Landscape</li> </ol> </li> <li>2. Conceptual Foundations: Theory and Practice <ol style="list-style-type: none"> <li>a. Perspectives &amp; Approaches in corporate communication</li> <li>b. Stakeholder Management and Communication</li> <li>c. Corporate Identity, Branding and Corporate Reputation</li> </ol> </li> <li>3. Corporate Communication in Practice <ol style="list-style-type: none"> <li>a. Communication Strategy and Strategic Planning</li> <li>b. Strategic messaging and content platforms</li> <li>c. Challenges and issues in communications strategy: Planning and executing communication programs and campaigns</li> <li>d. Research and Measurement</li> </ol> </li> <li>4. Specialist Areas in Corporate Communication <ol style="list-style-type: none"> <li>a. Media Relations</li> <li>b. Employee Relations</li> <li>c. Issues Management</li> <li>d. Crisis Communication</li> </ol> </li> <li>5. New Developments in Corporate Communication: The challenges ahead <ol style="list-style-type: none"> <li>a. Leadership and Change Communication</li> <li>b. Corporate Social Responsibility (CSR) and Community Relations</li> </ol> </li> </ol>