

Module code	CC_PBUS7E	NQF level	7
Credit value	20	Study duration	12 weeks

Corporate Communication

Module description

Corporate communication is a set of activities involved in managing and orchestrating all internal and external communications aimed at creating a favourable point of view among those stakeholders on which the company depends. This include marketing communications aimed at external stakeholders such as customers, internal communications aimed at employees, and organisational communications designed to enhance or maintain reputation. It is the messages issued by a corporate organisation, body, or institute to its audiences, such as employees, media, channel partners and the general public. Organisations aim to communicate a coherent message to all stakeholders, to enhance clarity, credibility and corporate social responsibility.

Corporate communications help organisations explain their mission and combine their many visions and values into a cohesive, sustainable message to stakeholders. The concept of corporate communication is therefore an integrative communication structure linking stakeholders to the organisation.

However, the practice of corporate communications has been fundamentally disrupted by the development of digital technologies. Stakeholders have access to company information 24 hours a day and crises, when they occur, happen in real-time over digital media platforms. Few organisations can exist without a digital presence which means most organisations now have not just a national but an international reputation to defend and must constantly review macro issues such as ethical practice and sustainability. This has changed the nature of the power balance between organisations and those stakeholders vital to their success, and means that corporate communication is now a vital component of all organisational and marketing strategy.

This module aims to:

- Provide an in-depth overview of corporate communication theoretical concepts and frameworks and discuss their practical applications
- Explain the link between corporate personality, branding, social responsibility and reputation at a corporate level and over multiple channels and platforms
- Discuss the role of corporate communications in the management of stakeholders and the impact of digital technologies on communication and reputation
- Discuss and develop ethical and sustainable communication strategies at a corporate level

Learning outcomes

On completion of this module, students will be able to:

- analyse and evaluate the different elements of communication that constitute Corporate Communications and how they sit within an organisation's overall communications strategy
- critically reflect upon the digital disruption of corporate communications models and the role of online reputation management
- synthesize the principles of branding, personality, social responsibility, image and identity, both online and offline, within Corporate Communications
- devise and implement ethical Corporate Communications strategies and techniques that integrate stakeholder management at an organisational level

Syllabus

- Introduction to corporate communication
- The scope of corporate reputation in the digital age
- The significance and international dimension of corporate culture
- Measuring corporate reputation both online and offline
- The branding-reputation dilemma and the role of marketing communications in reputation
- The rise of corporate brands and corporate social responsibility
- Measuring corporate brands and the significance of digital analytics
- The dimensions of corporate communication
- Contexts for corporate communication
- Symbols, tools and the media
- Methods of corporate communication
- Learning and teaching methods

Learning and teaching methods

This module will be delivered by learning materials provided on the learning platform supplemented by readings. Tutor support will be available to students via phone, email, and weekly live seminar sessions. Each seminar revolves around a subject case study which links to the same resources used by students in the on-campus programme.

Description of unit of assessment	Length/duration	Submission date	Weighting
2 x assessed discussion activities	Two weeks	Units 3/4 and 7/8	20%
Mid module assignment	2,500 words	Mid module	40%
End of module consultancy project	2,500 words	End of module	40%