

Course form to fill in (2023-2024)

Course title:

Corporate Communication

Staff responsible for the course:

Karyn Elizabeth Suarez

Lecturers:

First Name + Name

Karyn Elizabeth Suarez

1) COURSE PRESENTATION

Aims:

Draw up a list of competencies and/or skills that the student should have acquired or improved at the end of the course.

You must fill in the field under the format "the student should be able to..." using action verbs such as define, realise, control... *(This description should not take more than ten lines)*

At the end of the course, the student should be able to:

By the end of this course, students will have a comprehensive understanding of corporate communication theories, strategies, and best practices. They will develop effective communication skills for both internal and external audiences, learn to craft compelling corporate stories and deliver engaging presentations, and be prepared to handle crisis situations. Additionally, students will recognize the impact of nonverbal cues, develop digital communication strategies, and understand the importance of ethical communication and stakeholder engagement. This course will equip them with essential skills for success in corporate communications.

Prerequisites:

You must not write courses' codes or names, but identify the preliminary skills as the knowledge or the know-how needed to efficiently follow this course.

Write it out in terms of knowledge and methodologies required to follow this course (this would help students from direct entry to position themselves). *(This description should not take more than five lines)*

1. Proficient Communication Skills: Strong proficiency in oral and written communication, along with a good grasp of the English language, is essential for comprehending course materials and participating in discussions effectively.
2. Basic Business Knowledge: Familiarity with fundamental business concepts or introductory marketing principles will provide context for understanding the role of corporate communication in achieving organizational goals.
3. Critical Thinking: Students should possess critical thinking skills to analyze complex communication scenarios and formulate strategic responses during various course activities.
4. Communication Theories: Prior exposure to communication theories, such as mass communication, interpersonal communication, or organizational communication, will help students grasp the theoretical frameworks underlying corporate communication practices.

Course contents:

Here, an abstract of the course can be given or the different chapters of the course can be simply written down.

(The description should not take more than ten lines)

1. Introduction to Corporate Communications
2. Internal Communications and Employee Engagement
3. External Communications and Media Relations
4. Crisis Communication and Reputation Management
5. Corporate Storytelling
6. Public Speaking and Presentation Skills
7. Corporate Branding and Identity
8. Nonverbal Communication in the Corporate Environment

2) WORKING LOAD

Here, you should allocate the effective working load of the course, including an estimation of the personal work required from the student.

TABLE 1

Course's types	Number of hours	Notes
<u>Effective presence</u>		
- <i>Magistral Course</i>	16	Includes lecture and class discussion -Q & A
- <i>Interactive Course</i>		
- <i>Tutorials</i>		
- <i>Coaching</i>	1	Giving effective feedback to students
- <i>PBL Course</i>		
<u>Training from a distance</u>		
- <i>Video-conferences</i>		
- <i>Webinars</i>		
<u>Self-learning</u>		
- <i>Books 'readings</i>	2	Students will be required to read and research watching Ted Talks and other suggested sites.(see below).
- <i>E-learning</i>		
- <i>Research</i>		
<u>Outdoors-training</u>		
- <i>In firms</i>		
- <i>Internship</i>		
<u>Personal work</u>		
- <i>Group Projects</i>	2	Students will be required to work in class on group projects and presentations.

- <i>Individual Projects</i>	2	Students will submit a final individual presentation and project, ie video.
- <i>Personal work</i>	2	Any additional work they do outside of the classroom including research.
Total working time for the student	25 hours	

3) EDUCATIONAL METHODS

Tick here the different educational methods used:

- ☒ Coaching
☒ Case Study
☐ E-Learning and/or Self-learning
☐ Interactive courses
☒ Presentations
☒ Projects
☒ Research
☐ Seminars
☐ Tutorials
☐ Visits

4) ASSESSMENT

Sum up briefly the course assessment's mechanism (two or three lines) in order to introduce the assessment's table that you have to complete below (table n°2).

You must also define clearly how feedback will be given to students (in accordance with the feedback policy).

The course includes a combination of active classroom participation, case study analysis, role play performance, and presentations, allowing students to demonstrate their understanding of corporate communication theories and practical application of strategies.

List the assessment for each modality.

TABLE 2

Modality	Type of control	Length (h)	Number	Weighting (%)
<u>Continuous assessment</u>	Continuous assessment	NA	NA	NA
	Mid-term exam	NA	NA	NA
	Participation	Ongoing	Ongoing	20%
	Oral presentation	NA	NA	0%
	MCQ			
<u>Final exam</u>	Oral Individual final exam presentation project	5-7 minutes	1	80%
	Written final exam	NA	NA	NA
<u>Others</u>	Case study	NA	NA	0%
	Group Project	NA	NA	0%
Total				100%

5) RECOMMENDED READING

Name of books (*indicate only three or four must-read references*) / Name of reviews:

Reference book (appellation reserved for books selected by the School and necessarily bought by all the students):

Class books :
"Effective Business Communications" by Herta A. Murphy, Herbert W. Hildebrandt, and Jane P. Thomas
"Corporate Communication: A Guide to Theory and Practice" by Joep Cornelissen
"The Articulate Executive: Learn to Look, Act, and Sound Like a Leader" by Granville N. Toogood
"From good to Great : Unleashing the Power of Advanced Public Speaking" by Karyn E. Suarez

Reviews :

Internet Resources:

Please indicate here if you use the school intranet site to put on-line documents and/or if you advise the visit of web sites to students.

Name of the Website	URL
Harvard Business Review	https://hbr.org/
Communication World	https://www.iabc.com/cw/
Ted Talks	https://www.ted.com/talks