



DALYKO (MODULIO) APRAŠAS

Course (Module) Title	Code
Corporate Communication	

Lecturer	Department
Coordinator: Ieva Vasiliauskienė	Faculty of Economics and Business Administration Saulėtekio al. 9, II building, LT 10222 Vilnius

Level of studies	Type of Course (Module)
First	Mandatory

Form of Implementation	Period of Implementation	Language of Instruction
Classroom	Autumn Semester	English

Requirements for Students
Prerequisites: Fundamentals of Marketing

Course (Module) Credit Load	Total Student Workload	Contact Hours	Independent Work Hours
5	130	48	82

Course (Module) Objective: Competencies Developed in the Study Program		
The objective of the course is to provide theoretical and practical foundations of corporate communication, introduce the latest issues, development trends, and concepts of corporate communication, and systematically present the most important planning and implementation factors affecting corporate communication management.		
Course (Module) Study Goals	Study Methods	Assessment Methods
Will be able to understand the importance of corporate communication, plan actions, and implement related tasks.	Lectures, seminars, case analysis and discussions, individual study of materials, group work.	Test (open-ended questions).
Will be able to understand the functioning of the media and other communication channels within the context of the company and manage relationships with all company stakeholders.		
Based on the company's brands and values, will be able to formulate the corporate identity and reputation of the company.		
Will be able to prepare a communication strategy and strategic planning, an employer's image communication plan, and the internal communication logic of the company.		
Will be able to prepare crisis, change, and leadership communication plans.		

Topics	Contact Hours							Independent study time and assignments	
	Lectures	Consultations	Seminars	Exercises	Laboratory Work	Practice	E-learning	Total Contact Work	Independent Work
The object of corporate communication. Examines the historical development of organizational communication and the importance of corporate communication, emphasizing its differences from related concepts such as marketing communication and public relations. The main features, historical origins, and relevance of corporate communication are examined.	2		1					3	5
Corporate communication in contemporary organizations. Discusses the development of communication as a professional discipline within organizations and the emergence of corporate communication. It explains how marketing communication and public relations were combined under the umbrella of corporate communication to strengthen organizational strategy. It introduces how modern organizations strategically plan and coordinate their communication activities with various stakeholders.	2		1					3	5
Corporate communication in a changing media environment. Examines the increasing use of social media in corporate communication with various stakeholders, including employees and customers. Describes these new media tools and discusses the challenges and opportunities associated with their use. The benefits of social media and other digital technologies in corporate communication strategies are highlighted.	2		1					3	5

										Newsjacking to Reach Buyers Directly , 8th edition. London: Wiley. Case analysis
Stakeholder relations. Managing relationships with stakeholder groups as a main objective of corporate communication both in theory and in practice. Overview of the concept of stakeholder groups, management, and communication models.	2		1					3	7	Joep Cornelissen 2023 Corporate Communication 7 th edition (p.63-90). Additional literature Carroll, A.B., Brown, J. and Buchholtz, A.K. (2017). Business & Society: Ethics, Sustainability and Stakeholder Management, 10th edition. Cengage Learning. Freeman, R. E., Harrison, J.S. and Zyglidopoulos, S. (2018), Stakeholder Theory: Concepts and Strategies. Cambridge: Cambridge University Press. Case analysis
Corporate identity, brand creation, and corporate reputation: A review of the theoretical foundation for systems and concepts that organizations use to create a strong and distinctive image or reputation among their stakeholders.	4		1					5	10	Joep Cornelissen 2023 Corporate Communication 7 th edition (p.91-112). Additional literature Iglesias, O., Ind, N. and Schultz, M. (2022) The Routledge Companion to Corporate Branding . London: Routledge. Malinic, R. (2019) Book of Branding: A Guide to Creating Brand Identity for Start-Ups and Beyond . Brand Nu Limited. Case analysis
Communication strategy and strategic planning. The process and content of creating and planning an organization's communication strategy. Practical steps in creating a communication strategy for stakeholders, taking into account the overall corporate strategy of the organization.	2		2					4	10	Joep Cornelissen 2023 Corporate Communication 7 th edition (p.115-140). Additional literature Gregory, A., and Willis, P. (2023), Strategic Public Relations Leadership 2nd edition. London: Routledge. Smith, R.D. (2021) Strategic Planning for Public Relations , 6th edition. New York: Routledge. Case analysis

Research and its evaluation. Research and evaluation principles and methods in corporate communication, aimed at measuring corporate reputation.	4		1					5	10	<p>Joep Cornelissen 2023 Corporate Communication 7th edition (p.141-164).</p> <p>Additional literature Luttrell, R.M., and Capizzo, L.W. (2020), Public Relations Campaigns: An Integrated Approach , 2nd edition. London: Sage. Stacks, D. (2017) Primer of Public Relations Research , 3rd edition. New York: The Guilford Press.</p> <p>Case analysis</p>
Relations with the media. How journalists and media organizations work, and how news coverage and content can affect corporate reputation.	4		2					6	10	<p>Joep Cornelissen 2023 Corporate Communication 7th edition (p.167-186).</p> <p>Additional literature Henderson, D. (2006) Making News: A Straight-Shooting Guide to Media Relations . New York: Harlem Writers Guild Press. Knowles, M. (2019) Public Relations and Media: PR Strategies for the Digital Age . Music World Publishing.</p> <p>Case analysis</p>
Communication with employees. General communication strategies with employees, aiming to promote innovation and collaboration in digital networks and communities.	2		2					4	10	<p>Joep Cornelissen 2023 Corporate Communication 7th edition (p.187-206).</p> <p>Additional literature Gratton, L. (2022), Redesigning Work: How to Transform Your Organization and Make Hybrid Work for Everyone . London: Penguin. Leonardi, P., and Neeley, T. (2022) The Digital Mindset: What It Really Takes to Thrive in the Age of Data, Algorithms, and AI. Boston: HBR Press.</p> <p>Case analysis</p>
Management of inquiries, crises, and changes. Theoretical and practical knowledge about preparation, planning, and management.	6		2					8	10	<p>Joep Cornelissen 2023 Corporate Communication 7th edition (p.207-248).</p> <p>Case analysis</p>

Corporate social responsibility. Discusses the concepts of corporate citizenship, CSR, and community relations, and thoroughly examines various communication strategies and tactics, starting from integrated CSR reports and charitable donations to partnerships that address important community issues.	2		2					6	10	Joep Cornelissen 2023 Corporate Communication 7 th edition (p.249-294). Case analysis
Total	32		16					48	82	

Evaluation	Wight	Time of assessment	Assessment Criteria
10 tests	100	During seminars	Each test consists of 10 closed-type questions of equal value (from topics 1–10). A 10-point scale is used for evaluation. <ul style="list-style-type: none"> Correct answer value – 1 point; incorrect answer value – 0 points; The maximum total score is 10 points. The overall evaluation is the mathematical average of the ten test scores.
External Exam Assessment Strategy	Wight	Time of assessment	Assessment Criteria
Exam (Test)	100	During the exam session	The exam test consists of 20 closed-type questions of equal value. A 10-point scale is used for evaluation. <ul style="list-style-type: none"> Correct answer value – 0.5 points; incorrect answer value – 0 points; The maximum total score is 10 points. The final assessment of the student's knowledge is the exam score.

Author	Publication Year	Title	Volume or Issue No.	Publication Location and Publisher
Mandatory Literature				
Joep Cornelissen	2023	Corporate communication	7 th Ed.	UK