



COURSE UNIT (MODULE) DESCRIPTION

Course unit (module) title	Code
Corporate Communication Management	

Academic staff	Core academic unit(s)
Coordinating: Assoc. prof. A. Jonkus Other:	Faculty of Economics and Business Administration

Study cycle	Type of the course unit
Second	Compulsory

Mode of delivery	Semester or period when it is delivered	Language of instruction
Face to Face	Autumn semester	English

Requisites	
Prerequisites: Marketing, Management	Co-requisites (if relevant):

Number of ECTS credits allocated	Student's workload (total)	Contact hours	Individual work
5	130	32	98

Learning outcomes of the course unit	Teaching and learning methods	Assessment methods
Will be able to analyze and evaluate the entirety of corporate communication tools at a theoretical and practical level.	Interactive lectures, discussions. Information search. Independent study of material.	Test
Will be able to create and propose innovative, responsible, and situation-appropriate communication solutions.	Discussions, case analysis, group work. Use of artificial intelligence tools	Test, written work
Will be able to apply appropriate methods, analyzing, evaluating, and interpreting corporate communication actions in the context of environmental trends.	Case analysis, discussions, group work.	Written work
Will be able to analyze, create, and propose ethical communication solutions that match the situation.	Interactive lectures, discussions, case analysis. Brainstorming.	Written work
Will be able to work effectively in groups analyzing the entirety of corporate communication tools, creating and proposing communication solutions that match the situation.	Case analysis, preparation of group projects.	Preparation and presentation of group written work.

Content	Contact hours							Individual work: time and assignments	
	Lectures	Tutorials	Seminars	Workshops	Laboratory work	Internship	Contact hours, total	Individual work	Tasks for individual work
1. Business communication as corporate communication - concept, history, examples, its forms. The boundary between marketing and public relations, integration. The impact of artificial intelligence on corporate communication	2						2	8	Analysis of scientific literature. J.Cornelisen 'Corporate Communication' pages 1-35
2. Corporate identity, image, reputation, culture. Image and reputation analysis and management methods. Corporate brand, its strategies. Corporate storytelling	4						4	16	Analysis of scientific literature. J.Cornelisen 'Corporate Communication' pages 61-104. T.Langham 'Reputation Management' pages 68-114.
3. Organizational relationship and stakeholders' management. Defining the priority stakeholders. The use of artificial intelligence for refining target audiences.	2		2				4	8	"Analysis of scientific literature. J.Page 'Introduction to Public Relations' pages 111-114. Group work
4. Management of corporate communication, strategy, planning communication programs. Situation analysis, research process, methods and techniques. Brief development.	4						4	16	Analysis of scientific literature. J.Cornelisen 'Corporate Communication' pages 107-154. Preparation and presentation of individual tasks.
5. Organization of corporate communication. Main models of organizational communication. Communication channels and tools.	2		2				4	8	Analysis of scientific literature. J.Page 'Introduction to Public Relations' pages 100-114. Group work.
6. Media relations. The impact of artificial intelligence on the media. New opportunities and challenges.	2						2	8	Analysis of scientific literature. J.Page "Introduction to Public Relations" pages 148-169. Group work. Preparation of a press release.
7. Corporate responsibility. Social initiatives. Corporate sustainability reports. Ethics.	2		2				4	12	Analysis of scientific literature. J.Cornelisen "Corporate Communication" pages 256-275. Group work.
8. Internal communication. Evaluation of an organization's internal	2						2	12	Analysis of scientific literature.

communication. Forms, tools, and channels of internal communication.									J.Cornelisen “Corporate Communication” pages 175-191. Group work.
9. Public affairs and Governmental relation and lobbying.	2						2	6	Analysis of scientific literature. J.Page “Introduction to Public Relations” pages 342-358. Group work.
10. Issues management. Crisis communication. Crisis evaluation methodologies. Preparation of crisis communication plans. Challenges and crises posed by the development of artificial intelligence.	2		2				4	4	Analysis of scientific literature. J.Cornelisen “Corporate Communication” pages 193-230. Preparation and presentation of individual tasks.
Total	24		8				32	98	

Assessment strategy	Weight %	Deadline	Assessment criteria
Group work	30	During the semester	Preparation of tasks in groups and presentation to the audience during seminars
Activity evaluation	30	During the semester	3 points: actively participates in discussions and in the preparation of presentations, answers questions correctly, uses materials from the literature read; attended most of the sessions; 2 points: participates in discussions, answers questions, uses materials from the literature read; attended most of the sessions; 1 point: speaks up in some discussions, missed a significant part of the sessions; 0 points: missed more than half of the sessions, shows no activity in those attended.
Final test	40	At the end of the semester	20 questions, 2 are open-ended. The value of open-ended questions is three times greater. The final score is calculated in a decimal system by summing the results of assignments and tests. If a student takes the exam externally, the final test constitutes 100% of the value. Participation and activity in lectures are not counted.

Author (-s)	Publishing year	Title	Issue of a periodical or volume of a publication	Publishing house or web link
Required reading				
Joep Cornelissen	2020	Corporate communication : a		EF library

		guide to theory and practice 6th Edition		
Janis Teruggi Page, Lawrence J. Parnell	2021	Introduction to Public Relations		EF library
Tony Langham	2019	Reputation Management		EF library
Recommended reading				
Cees B.M. van Riel, Charles J. Fombrun.	2010	Essentials of corporate communication : implementing practices for effective reputation management		EF library
Barry Maude	2016	Managing Cross- Cultural Communication		EF library