



## COURSE UNIT (MODULE) DESCRIPTION

Course unit (module) title	Code
Corporate Communication Management	17-01-2022

Lecturer(s)	Department(s) where the course unit (module) is delivered
Coordinator: tech. assist. A.Jonkus	Faculty of Economics and Business Administration
Other(s):	

Study cycle	Type of the course unit (module)
Second	Compulsory

Mode of delivery	Period when the course unit (module) is delivered	Language(s) of instruction
Classroom/blended/online	Autumn semester	English

Requirements for students	
Prerequisites: Marketing, Management	Additional requirements (if any):

Course (module) volume in credits	Total student's workload	Contact hours	Self-study hours
5	130	32	98

Purpose of the course unit (module): programme competences to be developed		
<ul style="list-style-type: none"> <li>Personal abilities Will be able to holistically analyse and evaluate corporate communication tools at the theoretical and practical levels Will be able to design and propose innovative, responsible, and situation-appropriate communication decisions</li> <li>Social abilities Will be able to work effectively in groups in holistically analysing corporate communication methods; design and propose situation-appropriate communication solutions Will be able to analyse, design, and propose situation-appropriate ethical communication solutions</li> <li>Knowledge and its application Will be able to holistically analyse and evaluate corporate communication tools at the theoretical level</li> <li>Special abilities Will be able to apply the appropriate methods in the analysis, evaluation, and interpretation of the corporate communication actions in the context of the environmental trends Will be able to design and propose situation-appropriate communication solutions and plan their implementation</li> </ul>		
	Teaching and learning methods	Assessment methods
Students will be able to holistically analyse and evaluate corporate communication tools at the theoretical and practical levels	Problem solving-based learning; interactive lectures, discussions, case study, group project preparation and presentation, individual literature studying	Cumulative grade includes the assessment of activeness during seminars, group projects' assessment, and test
Students will be able to holistically analyse and evaluate communication tools at the theoretical and practical levels. Will be able to design and propose innovative, responsible, and situation-appropriate communication decisions		
Students will be able to work effectively in groups in holistically analysing corporate communication		

methods; design and propose situation-appropriate communication solutions		
Students will be able to analyse, design, and propose situation-appropriate ethical communication solutions		
Students will be able to holistically analyse and evaluate corporate communication tools at the theoretical level		
Students will be able to apply the appropriate methods in the analysis, evaluation and interpretation of the corporate communication actions in the context of the environmental trends		
Students will be able to design and propose situation-appropriate communication solutions and plan their implementation		
Students will be able to use sources and databases of scientific resources and find information that is relevant to the analysed issue		
Students will be able to collect primary data, analyse business cases, identify problems and look for their creative solutions while working individually or in a team		
Students will be able to apply acquired knowledge in marketing, integrated communications and consumer behaviour in the case analysis and in solving practical business problems		

Content: breakdown of the topics	Contact hours							Self-study work: time and assignments	
	Lectures	Tutorials	Seminars	Exercises	Laboratory work	Internship/work	Contact hours	Self-study hours	Assignments
1. Business communication as corporate communication – concept, history, examples and trends.	4							10	Analysing scientific papers, individual assignments, group work.
2. Corporate image, reputation, identity. Management of identity. Methods for analysing and managing image and identity. Corporate brand, brand strategy.	4							10	Analysing scientific papers, individual assignments, group work.
3. Organizational relationship and interest groups. Defining the priority interest groups	4							4	Analysing scientific papers, individual assignments, group work.
4. Management of corporate communication, strategy, planning communication programs. Situation analysis, research process, methods and techniques. Brief development.	4							24	Analysing scientific papers, individual assignments, group work.
5. Corporate responsibility. Social initiatives. Corporate social responsibility reports. Corporate sponsorship as a tool for managing marketing and brand	4							10	Analysing scientific papers, individual assignments, group work.

6. Media relations	4							<b>10</b>	Analysing scientific papers, individual assignments, group work.
7. Public affairs and lobbying	4							<b>15</b>	Analysing scientific papers, individual assignments, group work.
8. Crisis and issue communication	4							<b>15</b>	Analysing scientific papers, individual assignments, group work.
<b>Total</b>	<b>32</b>							<b>98</b>	

Assessment strategy	Weight, %	Deadline	Assessment criteria
Individual tasks	30	After completion of each topic	Individual tasks for all course participants. To be presented in the class.
Test	40	At the end of semester	20 questions, 2 open questions. Open questions are valued more than closed-end questions. Final score is obtained in 10-point system by summing up individual tasks and test results  In case of the exam retake as external student, the final test value is 100% (in class participation is not considered)
Activeness during seminars	30	During the semester	3 points: actively participates in discussions and preparation of presentations, answers questions correctly, uses the material of read literature; participated in most sessions. 2 points: participates in discussions, answers questions, uses the material of the read literature; participated in most sessions; 1 point: speaks in some discussions, missed a significant part of the sessions 0 points: missed more than half of the sessions, did not show activity in those that participated

Author	Year of publication	Title	Issue of a periodical or volume of a publication	Publishing place and house or web link
<b>Compulsory reading</b>				
Joep Cornelissen	2020	Corporate communication: a guide to theory and practice 6 <sup>th</sup> Edition		EF library
Cees B.M. van Riel, Charles J. Fombrun.	2010	Essentials of corporate communication: implementing practices for effective reputation management		EF library
Paul A. Argenti	2009	Corporate communication		EF library
Papers for each topic				Will be indicated in course syllabus vma.esec.vu.lt