

COM302e Corporate Communication

Level: 3

Credit Units: 5 Credit Units

Language: ENGLISH

Presentation Pattern: EVERY JULY

E-Learning: BLENDED - Learning is done MAINLY online using interactive study materials in Canvas. Students receive guidance and support from online instructors via discussion forums and emails. This is supplemented with SOME face-to-face sessions. If the course has an exam component, this will be administered on-campus.

Synopsis:

COM302 aims to teach the importance of creating a coordinated corporate communication system that helps organizations benefit from the use of important strategies and tools to stay one step ahead of the competition.

Through case studies and real-life examples, the course will analyze the functions of corporate communication, including developing effective communication messages to both its internal and external audiences.

Students are expected to design programs for crisis communication, develop strategies to show an organization is a socially responsible citizen and concretize ideas to project an organisation's image, identity and reputation. In addition, students will learn the dynamics of developing and maintaining healthy media and investor relations.

Topics:

- Introduction to Corporate Communication
- Corporate Identity and Corporate Advertising
- Corporate Social Responsibility
- Media Relations
- Issues & Crisis Management
- Internal Communications
- Investor Relations
- Government Relations
- Internal Communications
- Case Studies

Textbooks:

Paul Argenti: Corporate Communication 7th McGraw Hill
ISBN-13: 9789814636193

: Corporate Communication (Study Guide with selected book chapters from Pearson)
ISBN-13: COM302TJul16

Learning Outcome:

- Distinguish the key objectives and principles of corporate communication.
- Analyse the importance in having a good corporate image, and outline the step in implementing a corporate identity system.
- Examine the purpose of corporate responsibility and the perspectives of sponsorship decisions.
- Discuss the importance of writing in corporate communication, in relation to the media.
- Differentiate internal relations, investor relations and government relations in terms of corporate communication.
- Relate the importance of communication in dealing with issues and during crises.
- Propose a corporate responsibility program.
- Design a program to maintain investor relations.
- Write effective press releases.
- Implement an effective crisis communication plan.
- Formulate an effective internal communications program.

Assessment Strategies (Evening Class):

Components	Description	Weightage Allocation (%)
Overall Continuous Assessment	PRE-CLASS QUIZ 1	4
	PRE-CLASS QUIZ 2	3
	PRE-CLASS QUIZ 3	3
	TUTOR-MARKED ASSIGNMENT 1	20
	TUTOR-MARKED ASSIGNMENT 2	20
Overall Examinable Components	Written Exam	50
Total		100