

COURSE OUTLINE

1. GENERAL

SCHOOL	ADMINISTRATIVE ECONOMIC AND SOCIAL SCIENCES		
DEPARTMENT	BUSINESS ADMINISTRATION		
DIVISION	MARKETING & COMMUNICATION		
LEVEL OF STUDY	UNDERGRADUATE		
COURSE UNIT CODE	61-EY-MKT6	SEMESTER OF STUDY	6th
COURSE TITLE	CORPORATE COMMUNICATIONS		
COURSEWORK BREAKDOWN		TEACHING WEEKLY HOURS	ECTS Credits
Lectures and Workshops-Project Work		3	5
COURSE UNIT TYPE		Elective Course in Specialization	
PREREQUISITES :			
LANGUAGE OF INSTRUCTION/EXAMS:		ENGLISH	
COURSE DELIVERED TO ERASMUS STUDENTS		YES	
MODULE WEB PAGE (URL)			

2. LEARNING OUTCOMES

Learning Outcomes
<p>Purpose of the course is to introduce students to the role, significance and basic functions of corporate communications. The course focuses on how businesses use communication strategically in order to be effective in the relations they hold with various stakeholders internal and external to the company. Upon successful completion of this course, students will be able to:</p> <ul style="list-style-type: none"> • Recognize the basic concepts and approaches of corporate communications. • Design effective strategies of communication in relating to stakeholders internal and external to the organization such as the mass media, public opinion and change management in times of crisis • Develop the role that corporate communication plays in corporate strategy and the • Formulation of corporate identity and image. • Examine crisis communication plans through case studies
General Skills
<ul style="list-style-type: none"> - Individual work - Work in an international environment

3. COURSE CONTENTS

<p>The course is organized around topics such as:</p> <ul style="list-style-type: none"> • The changing communication context • Forms of corporate communications • Theoretical approaches for effective communications • Internal and external communication (types of messages, target audiences) • Effective communication as part of the Management Function • Message Development: Persuasion strategies and Framing of issues • Identification of target audiences, formulation and communication of message, selection of media, interactivity between organization and various publics

- Use of storytelling by management in companies and organizations
- The role of communication in promotion of actions related to corporate social responsibility
- Issues Management
- Communication Management in times of crisis

4. TEACHING METHODS - ASSESSMENT

MODE OF DELIVERY	In-Class	
USE OF INFORMATION AND COMMUNICATION TECHNOLOGY	Support of the learning process through the LMS platform of University of West Attica (Moodle)	
TEACHING METHODS	<i>Method description</i>	<i>Semester Workload</i>
	Lectures	39
	Presentation of Individual Project/class discussions	26
	Preparation of Individual Project	20
	Independent and Directed Learning	40
	<i>Total</i>	<i>125</i>
ASSESSMENT METHODS	<p>I. Final Examination (70%) (Summative Evaluation) includes:</p> <ul style="list-style-type: none"> - Multiple choice questions and/or true-false questions - Short answer questions <p><u>Evaluation Objective</u>: To understand the fundamentals of the course.</p> <p><u>Evaluation Criteria</u>: Comprehensiveness, accuracy, and critical evaluation.</p> <p>II. Individual Project (30%) (Summative Evaluation) includes:</p> <ul style="list-style-type: none"> - written work - public presentation <p><u>Evaluation Objective</u>: To examine students' skills and to enhance students' presentation skills.</p> <p><u>Evaluation Criteria</u>: Degree of specifications' satisfaction, Categorization-organization-adaptation of material, structure and clarity of written text, organization and management of individual project and presentation.</p>	

5. RESOURCES

- Recommended Book and Journal Article Resources:

Books

- Stuart B, Sarow S, Stuart L (2007). *Integrated Business Communication in a Global Marketplace*, John Wiley & Sons (translated into Greek, Kritiki Publishers, 2008)
- Bogga-Karteri K. (2005). *Communication*. University Studio Press, Thessaloniki (in Greek)
- Argenti, P. (2012), *Corporate Communication* (6th Edition), McGraw-Hill.

- Cornelissen, J. (2011), *Corporate Communication: A Guide to Theory and Practice*, Sage Publications, London.
- Van Riel C and Fombrum C. (2007). *Essentials of Corporate Communication: Implementing practices of effective reputation management*, Routledge, London.
- Taylor J., and Van Every E. (2000). *The Emergent Organization. Communication as its site and surface*, Erlbaum, Mahwah, New Jersey.

Selected Articles from academic journals such as:

- Corporate Communication: An International Journal
- Journal of Business Communication
- Journal of Communication Management
- Journal of Promotion Management
- International Journal of Strategic Communication
- Management Communication Quarterly