

COURSE OUTLINECOURSE NAME CORPORATE COMMUNICATIONSCOURSE NUMBER MKTG 3337 DATE SEPTEMBER 1998Prepared by School of Business Taught to Part Time StudiesSchool Business Date Prepared JUNE 1994Term ALL Hrs/Wk 3 Credits 3No. of Weeks 12 Total Hours 36

PREREQUISITESNONE

COURSE OBJECTIVES

1. Provide students with a sound understanding of the principles, concepts and terminology used in the field of corporate communications.
 2. To introduce students to the broad spectrum covered by the area of corporate communications and how it contributes to the success of the organization.
 3. To familiarize students with the role that corporate communications play within an organization and its relationship to other departments within the firm.
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EVALUATION

Class attendance and participation	<u>20</u> %
Mid-Term	<u>20</u> %
Reference Assignment	<u>20</u> %
Project Presentation	<u>40</u> %

REQUIRED TEXT(S) AND MATERIALS

NONE

REFERENCE TEXT(S) AND RECOMMENDED EQUIPMENT

As there is no textbook required for this course, a list of reference texts will be provided by the Instructor.

COURSE SUMMARY

This course covers the spectrum of managing the corporate communications function within a business.

Emphasis is on incorporating the communication plan into the company's corporate strategic plan. Corporate communications will be studied through lectures, case studies and role-playing situations and will be enhanced with projects and industry related guests.

COURSE OUTLINE - MKTG 3337

(continued)

SESSION	MATERIAL COVERED
1	Overview, Introductions, Theory, Research & Audits
2	Corporate Strategic Planning & the Corporate Communications Plan
3	External Communications
4	Internal Communications
5	Community Relations & Corporate Donations
6	Media Relations & Crisis Communications
7	Media Relations & Issues Management
8	Government Relations & Public Consultation
9	Corporate Image, Advertising & Reputation Management
10	Investor Relations
11	Corporate Communications & Technology
12	Group Project Presentations