

**COURSE OUTLINE**COURSE NAME CORPORATE COMMUNICATIONSCOURSE NUMBER MKTG 3337 DATE APRIL 1996Prepared 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**PREREQUISITES**

NONE

**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.

**EVALUATION**

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

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**REQUIRED TEXT(S) AND MATERIALS**

NONE

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**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.

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**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 and Project Outline                         |
| 2       | Corporate Strategic Planning and the Corporate Communications Plan  |
| 3       | Communication Theory, Research and Audits                           |
| 4       | Employee Communications - Improving Trust, Teamwork and Performance |
| 5       | Managing Your Corporate Image                                       |
| 6       | Mid-Term Exam   |
| 7       | Managing the Media  |
| 8       | Managing the Media Case Study Interview<br>Effective Presentations  |
| 9       | Issues Management and Crisis Communication Techniques               |
| 10      | Investor Relations and Community Relations                          |
| 11      | Project Presentations   |
| 12      | Project Presentations   |