

COURSE OUTLINE

COURSE NAME CORPORATE COMMUNICATIONS

COURSE NUMBER MKTG 3337 DATE SEPTEMBER 1994

Prepared by C.E. MARKETING DEPT. Taught to C.E.

School Business Program _____

Date Prepared JUNE 1994 Option _____

Term ALL Hrs/Wk 3 Credits 3

No. 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.
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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 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 Effective Presentations
9	Issues Management and Crisis Communication Techniques
10	Investor Relations and Community Relations
11	Project Presentations
12	Project Presentations