

COURSE OUTLINE

COURSE NAME CORPORATE COMMUNICATIONS

COURSE NUMBER MKTG 3337 DATE JANUARY 1994

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

School Business Program

Date Prepared NOVEMBER 1993 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

Final Examination	<u>30</u> %
Mid-Term	<u>25</u> %
Projects	<u>20</u> %
Quizzes	<u>15</u> %
Other (1) Attendance/Participation	<u>10</u> %

REQUIRED TEXT(S) AND MATERIALS

"Corporate Communications Handbook", by Viive Truu

REFERENCE TEXT(S) AND RECOMMENDED EQUIPMENT

"Canadian Advertising in Action" by Keith J. Tuckwell, Prentice Hall

"This is PR" by ronald H. Rotenberg, Allyn and Bacon

COURSE SUMMARY

COURSE OUTLINE - MKTG 3337
(continued)

SESSION	MATERIAL COVERED
1	Overview, introduction and project outline
2	Communications planning, budgets
3	Selecting an advertising agency and positioning your company's image
4	Preparing newsletters, brochures and print items. Tour of printing plant. This class is off site and starts at 6:30pm.
5	Buying advertising and preparing media plans. this class is off site and begins at 6:30pm
6	Direct mail marketing for corporate communications.
7	Media relations, with guests from the industry.
8	Corporate videos, computer slides as speaker support. The use of multi-media to communicate your company's image.
9	Special event planning. Customer service and corporate culture.
10	Trade shows, including the designing of your booth and working the show for best results.
11	PROJECT PRESENTATIONS
12	PROJECT PRESENTATIONS