

Module/Course Description/Syllabus

Module:	Advanced Corporate Communications		
Module courses:	Internal Corporate Communications External Corporate Communications		
Course Title:	External Corporate Communications		
Recommended alternative module or courses:			
Course of studies:	Information Management and Corporate Communications		
HISinOne Code:	2250052		
Study Cycle:	<input checked="" type="radio"/> first	<input type="radio"/> second	<input type="radio"/> third
Frequency:	<input type="radio"/> winter term	<input type="radio"/> summer term	<input checked="" type="radio"/> each semester
Language competence Level: <input checked="" type="checkbox"/>			
Responsible for the Module/Course:	Prof. Dr. Ulrike Reisach		
Lecturer/s:	For External Corporate Communications: Prof. Dr. Ulrike Reisach / Wolfgang Orians (for Internal Corporate Communications: Prof. Dr. Julia Kormann)		
Type of course:	<input type="radio"/> optional	<input checked="" type="radio"/> compulsory	
Mode of delivery:	Lecture and Group Work		
Language of Instruction:	<input checked="" type="radio"/> English	<input type="radio"/> German	Level of course: 5th semester
Teaching Methods:	Lecture via data projector / ppt	Volume: hours per semester week	04
	Interactively developed content via whiteboard/flip chart		
	Group work exercises on company cases and presentation of results		
Work parameters:	Contact hours in lecture form 60	Excercises (hours) 10	Self-studies (hours) 50
			All together (hours) 03
			ECTS-Credits: 03
Number of Participants:	70	Length of programme:	1 semester
Use for other studies:	Other business studies with corporate communication courses		

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<p>Prerequisites:</p>	<p>Successful attendance of the module Corporate Communication I or equivalent basic knowledge in (Corporate) Communication</p> <p>Recommended previous knowledge: Corporate Governance or equivalent business related knowledge (e.g. Corporate Finance , Controlling or Financial Markets)</p>
<p>Learning outcomes:</p>	<p>After the course, students</p> <ul style="list-style-type: none"> • Understand that different countries have different framework conditions and approaches in external corporate communications • Can differentiate sources/stakeholder groups and their perspectives and assessments regarding one specific person/company/case (key competency: multiple perspective/critical thinking) • Know information needs and assessment criteria of analysts, financial media and (potential) shareholders; develop communication recommendations for Initial Public Offerings (IPOs), road shows and annual general meetings • Are able to assess practical examples of innovation communication including open innovation; Apply PESTEL analysis in practical examples of Corporate Foresight to identify issues and strategic communication challenges • Understand the interaction between media, political actors, business associations, companies and NGOs in political opinion building; Know direct and indirect means of lobbying and their usage in the USA and Europe; Evaluate good and bad practices of corporate lobbying • Evaluate and give communicative suggestions for CC events in the field of public relations (presentations, panel discussions, interviews) • Evaluate selected examples of company claims in the field of CSR and sustainability communication • further learning outcomes see additional information
<p>Content:</p>	<ol style="list-style-type: none"> 1. Introduction: Levels, channels, instruments and theory of communication; media landscape, press freedom and usage of social media in selected countries. 2. Financial Communication and Investor Relations: Target groups, objectives and instruments of external CC and their interfaces and mutual relationships to/with other parts of the company; Information needs and assessment criteria of international financial markets (analysts, media, potential shareholders); IPOs, road shows and annual general meetings 3. Creativity and Innovation Communication, Corporate Foresight and Issues Management in CC: Goals, target groups and assessment criteria for innovation communication including open innovation; Think tanks, PESTEL analysis and scenario techniques in Corporate Foresight as methods of Issues Management and strategic communication planning 4. Public Relations: Developing core messages for different target groups; Preparation for and practice of public speaking, interviews and panel discussions for representatives of a company; 5. Government Affairs: Interaction between media, political actors, business associations, companies and NGOs in political opinion building; Direct and indirect means of lobbying and their usage in the USA and Europe; Examples for good and bad practices of corporate lobbying 6. Corporate Social Responsibility and Sustainability Communication: Objectives, concepts and assessment criteria for CSR and sustainability communication; Corporate Governance and CC; company case studies 7. Communication Strategy and Governance: Relationship building (i.e. with the media) and strategic communication; Eisenhower Matrix, Media Richness Theory and their usage in international (crisis) communication; Corporate Governance Communication; Reputation Management

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<p>Examination Regulations:</p>	<p>Written exam of 60 minutes</p> <hr/> <p>For IMUK and Oulu double-degree students the exam is part of a 120 minutes module exam together with Internal Corporate Communications</p> <hr/> <p>Optional literature review (ICC) or study paper (ECC): if positively evaluated, the result is acknowledged as 3/10 of the exam.</p> <hr/> <hr/> <hr/>
<p>Assessment methods/ components:</p>	<p>Task group 1 of the written exam: Knowledge reproduction on key concepts of external CC (20%)</p> <p>Task group 2: of the written exam: Application of tools and assessment criteria on company cases and adaptation to case specifics in order to reach at conclusions and well-grounded recommendations (80%)</p> <p>Optional paper (ECC): Application of tools and assessment criteria on company cases and adaptation to case specifics in order to reach at conclusions and well-grounded recommendations</p>
<p>Assessment criteria:</p>	<p>Marks 1.0-1.4-1.7: Outstanding or exemplary performance in the following areas: interpretative ability; intellectual initiative in response to questions; mastery of the skills required by the subject, general levels of knowledge and analytic ability or clear thinking.</p> <p>Marks 2.0-2.3: Usually awarded to students whose performance goes well beyond the minimum requirements.</p> <p>Marks 2.7-3.0: Usually awarded to students whose performance goes beyond the minimum requirements and is characterised by a strong performance in some of the listed capacities.</p> <p>Marks 3.3-3.7-4.0: Usually awarded to students whose performance meets the requirements set for work provided for assessment.</p> <p>Mark 5.0: Usually awarded to students whose performance is not considered to meet the minimum requirements set for particular tasks. The fail grade may be a result of insufficient preparation, of inattention to assignment guidelines or lack of academic ability. A frequent cause of failure is lack of attention to subject or assignment guidelines.</p>
<p>Planned learning activities and teaching methods:</p>	<p>Specific lecture notes via data projector / Power Point</p> <hr/> <p>Interactively developed content via whiteboard/flip chart</p> <hr/> <p>Readings and case studies from the internet provided on the university's e-learning platform, films visualizing specific corporate communication situations</p> <hr/> <p>For specific topics: E-Learning on the university's Moodle platform</p> <hr/> <hr/>

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<p>Required reading and other learning resources/tools:</p>	<p>Van Riel, Cees B.M./Fombrun, Charles J.: Essentials of Corporate Communication, Routledge, NY/NY (USA) and Abingdon (UK), latest edition (mandatory)</p> <p>Internet sources for up to date cases and ivdeos visualizing specific CC situations, provided on the university's e-learning platform</p>
<p>Recommended reading and other learning resources/ tools:</p>	<p>Argenti, Paul A.: Corporate Communication, McGraw Hill, latest edition</p> <p>Doorly, John/Helio, Fred Garcia: Reputation Management: The Key to Successful Public Relations and Corporate Communi,cations, latest edition</p> <p>Wilcox, Dennis L./ Cameron, Glen T.: Public Relations. Strategies and Tactics. Pearson, latest edition</p> <p>Selected papers published by the Institute for Public Relations, related to the lecture's contents (URL: http://www.instituteforpr.org/research/)</p>
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<p>Document was created by:</p>	<p>Prof. Dr. U. Reisach</p>
<p>Valid from:</p>	<p></p>
<p>Updated:</p>	<p>05.09.2018 by Ulrike Reisach</p>
<p>Additional information:</p>	<p>Further learning outcomes (continued):</p> <ul style="list-style-type: none"> • Apply the Media Richness Theory to select the right communication channel; Use the Eisenhower Matrix to differentiate and prioritise urgent and important communication issues • Select scientific sources and evaluate sensitive issues of corporate communications from different perspectives.
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