

| <b>Corporate Communication</b> |  |
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| Course number                  | 2513 (International Management)  |
| Remarks                        | <b>Blocked seminar during the lecture period.</b>  |
| Lecturer                       | Päivo Laine  |
| ECTS                           | 6 (5 ECTS for mercuri students)  |
| Number of semester hours       | 4  |
| Type                           | Elective   |
| Duration                       | 1 Semester   |
| Prerequisites                  | None   |
| Type of exam                   | Individual and group assignments/Company project/Presentation  |
| Objectives                     | <ul style="list-style-type: none"> <li>• The students are able to identify the international aspects of corporate communication (external, internal and marketing communication)</li> <li>• The students are able to find solutions to communication problems in international cases.</li> <li>• The students know how to develop a strategic plan for international communication in business.</li> <li>• The students know the meaningful use of traditional and new media in international corporate communication.</li> <li>• The students know how to use social media for stakeholder engagement and management of organizational reputation.</li> <li>• The students develop their understanding of the cross-cultural viewpoints on corporate communication</li> </ul> |
| Content                        | <ul style="list-style-type: none"> <li>• elements and functions of corporate communication (internal, external, marketing communication)</li> <li>• instruments of corporate communication</li> <li>• role of different media</li> <li>• use of social media for maintaining and developing stakeholder relationships</li> <li>• communication in the global context</li> <li>• cultures and corporate communication</li> </ul>  |
| International applicability    | This module is particularly suited also for international master students and German master students who would like to prepare for academic studies and/or work(ed) in an international context at home and abroad.  |
| Bibliography                   | <ul style="list-style-type: none"> <li>• Cornelissen, J.: Corporate Communication: A Guide to Theory &amp; Practice, 4th edition, Los Angeles, London, New Delhi, Singapore, Washington DC , 2014.</li> <li>• Goodman, M. B &amp; Hirsch, P.B. Corporate Communication: Strategic Adaptation for Global Practice, New York 2010.</li> <li>• Selected articles and online material</li> </ul>   |
| Forms of instruction           | <ul style="list-style-type: none"> <li>• Lecture</li> <li>• Practice</li> </ul> <p>The course includes a project in which the students assess and develop the web and social media communication strategy of a target company. The project results are presented and discussed in a workshop</p>   |
| Workload                       | <ul style="list-style-type: none"> <li>• contact time 120h</li> <li>• self-study 240h</li> <li>• workload 360h</li> </ul>  |
| Language of instruction        | English  |
| Availability                   | Every winter term  |