Liverpool John Moores University

Title: CORPORATE COMMUNICATIONS
Status: Definitive
Code: **5002BUSCO**   (117125)
Version Start Date: 01-08-2018

Owning School/Faculty: Academic Portfolio
Teaching School/Faculty: Academic Portfolio

Team	Leader
Keith Thompson	Y

Academic Level:	FHEQ5	**Credit Value:**	24	**Total Delivered Hours:**	78
Total Learning Hours:	240	**Private Study:**	162		

Delivery Options
Course typically offered: Standard Year Long

Component	Contact Hours
Workshop	78

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	Report		50	
Report	Report		50	

Aims

To enable students to understand the methods by which businesses communicate internally and externally with their stakeholders in order to facilitate change.

Learning Outcomes

After completing the module the student should be able to:

1   Identify appropriate methods of communication at corporate level.
2   Apply those methods in a simulated business environment.
3   Place corporate communications in the context of theoretical principles.
4   Use technologies to support effective communication online and offline.
5   Understand the principles of stakeholder relationships.

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

Report 1   1   2   3

Report 2   4   5

Outline Syllabus

An introduction to Corporate Communications Theory
The Principles of Stakeholder Relations
The Communications Audit
Case studies in effective and disastrous corporate communications
Branding: what affects the health of a brand
Effective crisis management
Applying practical solutions to a simulated business scenario

Learning Activities

Workshops and keynote lectures.

Notes

24 credit module completed for BSc Business Communications