

Liverpool John Moores University

Title: CORPORATE COMMUNICATIONS
Status: Definitive
Code: **5003BUSPR** (119791)
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:** 50
Total Learning Hours: 240 **Private Study:** 190

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Workshop	48

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	Report	2,500 words	50	
Exam	Exam	Exam	50	2

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 and CSR.
- 6 Formulate procedures for effective issue and crisis management in a media context

Learning Outcomes of Assessments

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

Report	1	2	3
Exam	4	5	6

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
CSR: why companies promote ethical issues
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