Liverpool John Moores University

Title: CORPORATE COMMUNICATIONS

Status: Definitive

Code: **5055BUSIS** (108231)

Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool Business School Teaching School/Faculty: Liverpool Business School

Team	emplid	Leader
Keith Thompson		Υ

Academic Credit Total

Level: FHEQ5 Value: 12.00 Delivered 24.00

Hours:

Total Private

Learning 120 Study: 96

Hours:

Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Lecture	12.000
Tutorial	12.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	Assignment approx. word length 3,000 words.	100.0	

Aims

To enable students to investigate a variety of communication channels and to explore ways in which corporate communications policy and market intelligence impact on the business environment.

Learning Outcomes

After completing the module the student should be able to:

- 1 Research and analyse the business environment and its market sectors.
- 2 Identify and utilise a range of communication channels and policies appropriately.
- 3 Explore sources of market intelligence for effective market research.
- Assess, identify and evaluate the impact that market communications have on the business.

Learning Outcomes of Assessments

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

CW 1 2 3 4

Outline Syllabus

Corporate communications

Communication channels

Market research and market research techniques (e.g. customer surveys, opinion polling)

Market segmentation in the business environment

Environmental scanning

Stakeholder analysis

Communicating and presenting market intelligence

Market orientation; competitor awareness, customer awareness and intra & interorganisational relationships

Learning Activities

Lectures and tutorials.

Guest speakers will be invited where appropriate.

Case studies will feature to illustrate examples of good practice.

References

Course Material	Book
Author	Birn, R
Publishing Year	1999
Title	The effective use of market research
Subtitle	A guide for management
Edition	3rd edition
Publisher	Kogan Page
ISBN	0749427728

Course Material	Book
Author	Birn, R

Publishing Year	2000
Title	The handbook of international market research techniques
Subtitle	
Edition	2nd edition
Publisher	Kogan Page
ISBN	0749426160

Course Material	Book
Author	Hague, P
Publishing Year	2003
Title	Understanding statistics and market research data
Subtitle	
Edition	
Publisher	Europa Publications
ISBN	0851424597

Course Material	Book
Author	Webb, J R
Publishing Year	2002
Title	Understanding and designing market research
Subtitle	
Edition	2nd edition
Publisher	Thomson Learning
ISBN	1861525761

Course Material	Book
Author	Landford-Wood, N
Publishing Year	2002
Title	Critical corporate communications
Subtitle	A best practice blueprint
Edition	
Publisher	Wiley
ISBN	047085569X

Course Material	Book
Author	Moingeon, B
Publishing Year	2003
Title	Corporate and organizational identities
Subtitle	Integrating strategy, marketing, communication and organizational perspectives
Edition	
Publisher	Taylor Francis
ISBN	

Notes

The assignment may be in report format focussing on applying corporate communication theories to organisational practice.