

## 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	Leader
Keith Thompson	Y

**Academic Level:** FHEQ5  
**Credit Value:** 12.00  
**Total Delivered Hours:** 24.00  
**Total Learning Hours:** 120  
**Private Study:** 96

### 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:



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

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

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

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

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

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Notes

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