

## Liverpool John Moores University

Title: Corporate Communications  
Status: Definitive  
Code: **7003BUSPR** (121079)  
Version Start Date: 01-08-2017

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

Team	Leader
Gwenda Mynott	

**Academic Level:** FHEQ7      **Credit Value:** 20      **Total Delivered Hours:** 40  
**Total Learning Hours:** 200      **Private Study:** 160

### Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Workshop	40

**Grading Basis:** 50 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	Report	4000 word report on the effectiveness of an organisation's communication practices.	100	

### Aims

*To gain a critical understanding of the strategic management of internal and external organisational communication.*

### Learning Outcomes

After completing the module the student should be able to:

- 1 Analyse the role of corporate communication as a management function
- 2 Develop communication strategies for crisis situations
- 3 Critically understand stakeholder management and engagement

### **Learning Outcomes of Assessments**

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

4000 word report	1	2	3
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### **Outline Syllabus**

*Theoretical principles of internal and external corporate communication*  
*Crisis management*  
*Stakeholder management*

### **Learning Activities**

Workshops, guest speakers, online

### **Notes**

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