

Global Learning Semesters

Course Syllabus

Course: COMM-450 Corporate Communication

Department: Communications

Host Institution: University of Nicosia, Nicosia, Cyprus



Course Summary		
Course Code	Course Title	Recommended Credit Hours
COMM-450	Corporate Communication	3
Semester Offered	Contact Hours	Prerequisites
Fall Spring Summer	42	None
Department	Level of Course	Language of Instruction
Communications	Upper Division	English

Course Description

The course deals with both the theoretical background and the practical skills, necessary for the Management of an Organization, to communicate discursively, strategically and effectively, in the contemporary media contexts. It focuses on the tasks and functions of specific corporate communication areas, like Public Relations, Marketing and Advertising and utilizes practical methods of using these communication skills, in ways which enhance the dynamic function of a corporation in the market, while creating and maintaining a strong image for the Organization, internally and externally.

Instructor

Dr Nayia Roussou

Course Aims and Objectives

To enable students to understand and acquire skills necessary for organizational communication and for creating and maintaining a strong image for an organization.

Teaching Methods

The course is delivered through lectures, video presentations and case studies will be used to help the student enquire the theoretical and practical skills necessary for the Corporate Communication functions of an organization.

Course Teaching Hours

42 hours. The course is delivered during the Fall and Spring semesters in 14-weeks (3 hours/week).

Evaluation and Grading

Projects: 70%
Tests: 20%
Participation: 10%

Readings and Resources

Required Textbook

- Dozier, David M., Larissa A. Gruning, James E Grunig (1995) "Manager's Guide to Excellence in Public Relations and Communications Management" Mahwah, NJ: Lawrence Erlbaum Associates Publishers.
- Hattersley, Michael E and Lindha McJannet (1997) "Management Communications: Principles and Practice" New York: McGraw-Hill, Inc.
- Argenti, Paul A (1998) "Corporate Communication" Irwin/McGraw-Hill.

Recommended Reading

Olins, Wally (1989) "Corporate Identity: Making Business Strategy Visible Through Design" London: Thames and Hudson, 1989.