



Module Specification

Corporate Communications

Version: 2023-24, v1.0, 29 Jun 2023

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Part 1: Information

Module title: Corporate Communications

Module code: UMKDWM-15-M

Level: Level 7

For implementation from: 2023-24

UWE credit rating: 15

ECTS credit rating: 7.5

Faculty: Faculty of Business & Law

Department: FBL Dept of Business & Management

Partner institutions: None

Field: Marketing

Module type: Module

Pre-requisites: None

Excluded combinations: None

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: This module explores the conceptual origins of Corporate Communications and Public Relations, examining key theories and contributions from the study of communications, language and media. In today's digital, interactive and social networking era the environment in which PR operates is constantly changing. Customers are exercising ever-increasing control over their communication and engagement with organisations, businesses and brands. In this environment of increasing marketing cynicism, organisational and corporate mistrust

and consumer activism, the explosion in user-generated content has been a major contributory factor in the dynamic growth of Corporate Communications and the Public Relations industry and the role it plays in relationship and reputation management.

Features: Not applicable

Educational aims: See Learning Outcomes.

The educational experience may explore, develop, and practise, but not formally discretely assess, the following:

Effectiveness at working in groups as leader and member

Time management skills

Effectiveness at working independently

Use of appropriate IT and electronic data resource to aid efficient searching, communication and presentation of information.

Outline syllabus: The syllabus includes:

The Internet, interactivity, social networks and consumer activism

Corporate and PR principles and theory

Organisational communication, reputation management and social responsibility

Principles of corporate communications

Corporate communications techniques, skills, and approaches

Building and developing media relations

Crisis management

Ethics, lobbying and politics

Internal and network communications

Communications planning, management and evaluation planning, management and evaluation.

Part 3: Teaching and learning methods

Teaching and learning methods: Learning in the module is achieved through a combination of class-based activity, group-based activity and independent study. The classroom sessions are designed to actively support the development of independent learning strategies by the students. The sessions combine formal lecturing with a wide range of participative activities including case studies, problem solving activities and group discussion. The sessions also require a significant amount of preparation by the students in advance and consequently they are issued with a Module Handout detailing the overall aims of the module together with expected reading and questions to be addressed. Resources such as the University Library as well as the study skills web pages will also aid learning.

Module Learning outcomes: On successful completion of this module students will achieve the following learning outcomes.

MO1 Critically evaluate and apply relevant theories and principles on corporate communications and public relations

MO2 Examine the impact of the changing external environment for corporate communication practice

MO3 Assess and prioritise stakeholders for effective corporate relations management

MO4 Develop and critically evaluate a contemporary communications campaign

Hours to be allocated: 150

Contact hours:

Independent study/self-guided study = 128 hours

Face-to-face learning = 22 hours

Total = 150

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://rl.talis.com/3/uwe/lists/5AD02C1F-CE97-0277-E764-0BE8BE12A9EB.html?lang=en&login=1) via the following link <https://rl.talis.com/3/uwe/lists/5AD02C1F-CE97-0277-E764-0BE8BE12A9EB.html?lang=en&login=1>

Part 4: Assessment

Assessment strategy: The assessment consists of a 3000 word individual report which assesses the ability to complete a real-world marketing communications task, develop a campaign plan, and produce materials that contribute to this plan.

Assessment tasks:**Written Assignment (First Sit)**

Description: 3000-word individual report

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

Written Assignment (Resit)

Description: 3000-word individual report

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Marketing Communications [Frenchay] MSc 2023-24

Marketing [Frenchay] MSc 2023-24

Digital Marketing [Frenchay] MSc 2023-24

Events Management [Frenchay] MSc 2023-24