

MODULE SPECIFICATION

Part 1: Information						
Module Title	Corpo	Corporate Communications				
Module Code	UMKCYB-15-M		Level	М		
For implementation from	Septe	September 2018				
UWE Credit Rating	15		ECTS Credit Rating	7.5		
Faculty	Business and Law		Field	Marketing		
Department	BBS,	BBS, Business & Management				
Contributes towards	MSc	MSc Marketing Communications				
Module type:	Standard					
Pre-requisites		Principle of Marketing Communications UMKC8L-15-M				
Excluded Combinations		None				
Co- requisites		None				
Module Entry requirements		N/A				

Part 2: Description

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

Syllabus outline

- 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: Assessment

The assessment consists of one component with two elements:

- A 2500-word individual report
- A 500-word reflective commentary on their work

The individual report will test their ability to complete a real-world marketing communications task, developing a campaign plan and producing materials that contribute to this plan. The 500-word commentary will require them to identify how activities and concepts covered in specific class activities have contributed to the development of their report.

Identify final timetabled piece of assessment (component and element)	Component A	nponent A		
% weighting between components A and B (Standard	modules only)	A: 100%	B:	
First Sit				
Component A (controlled conditions) Description of each element		lement we s % of com		
1. 500-word critical reflection		25%		
2. 2500-word report		75%	1	
Component B Description of each element		lement we is % of com		
N/A				
Resit (further attendance at taught classes is not req	uired)			
Component A (controlled conditions) Description of each element		Element weighting (as % of component)		
1. 500-word critical reflection		25%		
1. 2500-word report		75%	1	
Component B Description of each element		lement we is % of com		
N/A				
Part 4: Learning O	utcomes & KIS Data			
 channels and technologies for Demonstrate an awareness ar environment on corporate com social responsibility and ethics Demonstrate a comprehensive communications and public re Critically appraise these princi concepts; Demonstrate advanced analyt application and interpretation of challenges; 	nding of the implications of the new contractions of the professional communications maind understanding of the influences of immunications, particularly in the content	anager; the externa ext of corpo prporate e; pints, ideas s through th d commun	al prate and he	

Key Information	 Undertake independent/self-directed learning; Use written formats to communicate ideas and information clearly, logically and effectively; Use oral presentation and communications skills to put forward plans and ideas in a persuasive manner. In addition, the educational experience may explore, develop, and practise, <u>but not formally discretely assess</u>, 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. 						
Sets Information	Key Info	rmation Set - Mo	odule data				
(KIS)							
	Numbe	r of credits for this	s module		15		
	Hours to be allocate	learning and	Independent study hours	Placement study hours	Allocated Hours		
Contact Hours							
	150	24	126	0	150		
Total Assessment	constitutes a; Written Exam: Unseen or open book written exam Coursework: Written assignment or essay, report, dissertation, portfolio, project or in class test Practical Exam: Oral Assessment and/or presentation, practical skills assessment, practical exam (i.e. an exam determining mastery of a technique)						
		Total assessm	ent of the mod	ule:			
						_	
		Written exam as	· · · ·	_	0%	_	
		Coursework assessment percentage 100%					
		Practical exam	assessmentp	percentage	0%		
					100%		
Reading List	journals and spe Further reading	ading for the mo ecialist texts, ma	de available or	n Blackboard.	-	-	
	As well as the Essential Reading, students will be expected to read articles as directed by the tutor or as part of a self-learning strategy. These will be in journals electronically or physically available through the University Library such as "Corporate Communications", "Public Relations Review"; "International Journal of Advertising"; "Journal of Advertising Research"; "Journal of Marketing Communications"; "Journal of Broadcasting & Electronic					or ns", ing	

Media"; "Journal of Interactive Advertising"; "Journal of Business Communications"; "Journal of Communications Management"; "Journal of Website Promotion". Students will also be expected to familiarise themselves with the latest developments through regular access to sites on the world web.
Indicative reading list The most current advice on reading will be provided in the Module Handbook issued to all students. However, the following constitutes a list of textbooks that students may find useful and which will be are available through the University Library:
Argenti (2009) Corporate Communications, McGraw Hill Cornelissen, J. (2014) Corporate Communications – A guide to theory and practice, Sage. Christensen, Morsing and Cheney (2008), Corporate Communications: Convention, Complexity and Critique, Sage.
Davis, A. (2004) <i>Mastering Public Relations</i> , Palgrave Macmillan. Davies, Chun, Da Silva & Roper (2002) <i>Corporate Reputation and Competitiveness</i> , Routledge De Mooij, M. (2004) <i>Consumer Behaviour and Culture</i> , Sage.
Green, Laurence (2007) Advertising Works 15. WARC Publications. Haig, M. (2002) <i>Mobile Marketing</i> , Kogan Page. Kelleher,T. (2006) <i>Public Relations On-line</i> , Sage
Moloney, K. (2005) <i>Rethinking Public Relations</i> , Routledge. Parsons, P.J. (2004) <i>Ethics in Public Relations</i> , Kogan-Page. Theaker, A. (2004) <i>Public Relations Handbook</i> , Routledge Van Riel, C. & Fombrun, C. J. (2005) <i>Essentials of Corporate Communication</i> , Routledge

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First CAP Approval Date		QMAC 2010				
Revision ASQC Approval Date Update this row each time a change goes to ASQC	7 March	2018	Version	2	<u>link to RIA</u>	