



## MODULE SPECIFICATION

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

Part 2: Description
<p>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</p> <p><b><u>Syllabus outline</u></b></p> <ul style="list-style-type: none"> <li>▪ The Internet, interactivity, social networks and consumer activism</li> <li>▪ corporate and PR principles and theory</li> <li>▪ Organisational communication, reputation management and social responsibility</li> <li>▪ Principles of corporate communications</li> <li>▪ Corporate communications techniques, skills, and approaches</li> <li>▪ Building and developing media relations</li> <li>▪ Crisis management</li> <li>▪ Ethics, lobbying and politics</li> <li>▪ Internal and network communications</li> <li>▪ Communications planning, management and evaluation planning, management and evaluation.</li> </ul>

<b>Part 3: Assessment</b>		
<p>The assessment consists of one component with two elements:</p> <ul style="list-style-type: none"> <li>• A 2500-word individual report</li> <li>• A 500-word reflective commentary on their work</li> </ul> <p>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.</p>		
Identify final timetabled piece of assessment (component and element)	<b>Component A</b>	
% weighting between components A and B (Standard modules only)	<b>A:</b>	<b>B:</b>
	<b>100%</b>	
<b>First Sit</b>		
<b>Component A</b> (controlled conditions) <b>Description of each element</b>	<b>Element weighting</b> <b>(as % of component)</b>	
1. 500-word critical reflection	25%	
2. 2500-word report	75%	
<b>Component B</b> <b>Description of each element</b>	<b>Element weighting</b> <b>(as % of component)</b>	
N/A		
<b>Resit (further attendance at taught classes is not required)</b>		
<b>Component A</b> (controlled conditions) <b>Description of each element</b>	<b>Element weighting</b> <b>(as % of component)</b>	
1. 500-word critical reflection	25%	
1. 2500-word report	75%	
<b>Component B</b> <b>Description of each element</b>	<b>Element weighting</b> <b>(as % of component)</b>	
N/A		
<b>Part 4: Learning Outcomes &amp; KIS Data</b>		
Learning Outcomes	<p>On successful completion of this module students will be able to:</p> <ul style="list-style-type: none"> <li>▪ Demonstrate a clear understanding of the implications of the new communications channels and technologies for the professional communications manager;</li> <li>▪ Demonstrate an awareness and understanding of the influences of the external environment on corporate communications, particularly in the context of corporate social responsibility and ethics;</li> <li>▪ Demonstrate a comprehensive knowledge and understanding of corporate communications and public relations, principles and current practice;</li> <li>▪ Critically appraise these principles and theories, challenging viewpoints, ideas and concepts;</li> <li>▪ Demonstrate advanced analytical and evaluative thought processes through the application and interpretation of key academic concepts to real-world communication challenges;</li> <li>▪ Identify, select and synthesise relevant information from available resources;</li> <li>▪ Apply a range of appropriate analytical processes and tools to the planning and implementation of corporate and PR communications programmes;</li> </ul>	



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 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) *Mastering Public Relations*, Palgrave Macmillan.  
 Davies, Chun, Da Silva & Roper (2002) *Corporate Reputation and Competitiveness*, Routledge  
 De Mooij, M. (2004) *Consumer Behaviour and Culture*, Sage.  
 Green, Laurence (2007) *Advertising Works 15*. WARC Publications.  
 Haig, M. (2002) *Mobile Marketing*, Kogan Page.  
 Kelleher, T. (2006) *Public Relations On-line*, Sage  
 Moloney, K. (2005) *Rethinking Public Relations*, Routledge.  
 Parsons, P.J. (2004) *Ethics in Public Relations*, Kogan-Page.  
 Theaker, A. (2004) *Public Relations Handbook*, Routledge  
 Van Riel, C. & Fombrun, C. J. (2005) *Essentials of Corporate Communication*, Routledge

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