



**MODULE SPECIFICATION**

Part 1: Basic Data					
Module Title	Corporate Communications				
Module Code	UMKCYB-15-M	Level	M	Version	1.1
UWE Credit Rating	15	ECTS Credit Rating	7.5	WBL module?	No
Owning Faculty	Faculty of Business and Law	Field	Marketing, Events and Tourism		
Department	BBS, Business & Management	Module Type	Standard		
Contributes towards	MSc Marketing Communications				
Pre-requisites	Principle of Marketing Communications UMKC8L-15-M	Co- requisites	None		
Excluded Combinations		Module Entry requirements	N/A		
First CAP Approval Date	3 <sup>rd</sup> June 2015	Valid from	September 2015		
Revision CAP Approval Date		Revised with effect from			

<b>Review Date</b>	September 2016
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Part 2: Learning and Teaching	
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> <li>▪ Undertake independent/self-directed learning;</li> <li>▪ Use written formats to communicate ideas and information clearly, logically and effectively;</li> </ul>

	<ul style="list-style-type: none"> <li>▪ Use oral presentation and communications skills to put forward plans and ideas in a persuasive manner.</li> </ul> <p>In addition, the educational experience may explore, develop, and practise, <u>but not formally discretely assess</u>, the following:</p> <ul style="list-style-type: none"> <li>▪ Effectiveness at working in groups as leader and member;</li> <li>▪ Time management skills;</li> <li>▪ Effectiveness at working independently;</li> <li>▪ Use of appropriate IT and electronic data resource to aid efficient searching, communication and presentation of information.</li> </ul>
Syllabus Outline	<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>
Contact Hours	<p>The module will be delivered over twelve, two hour sessions or equivalent. Contact time will be a mixture of tutor and student led activities. Preparation and follow-up activities will become increasingly important as the module progresses (see Teaching &amp; Learning)</p>
Teaching and Learning Methods	<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>
Key Information Sets Information	<p>Key Information Sets (KIS) are produced at programme level for all programmes that this module contributes to, which is a requirement set by HESA/HEFCE. KIS are comparable sets of standardised information about undergraduate courses allowing prospective students to compare and contrast between programmes they are interested in applying for.</p>

Key Information Set - Module data				
Number of credits for this module				15
Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours
150	24	126	0	150

The table below indicates as a percentage the total assessment of the module which constitutes a -

**Written Exam:** Unseen written exam, open book written exam, In-class test

**Coursework:** Written assignment or essay, report, dissertation, portfolio, project

**Practical Exam:** Oral Assessment and/or presentation, practical skills assessment, practical exam

Please note that this is the total of various types of assessment and will not necessarily reflect the component and module weightings in the Assessment section of this module description:

Total assessment of the module:	
Written exam assessment percentage	100%
Coursework assessment percentage	0%
Practical exam assessment percentage	0%
	100%

#### Reading Strategy

All students will be encouraged to make full use of the print and electronic resources available to them through membership of the University. These include a range of electronic journals and a wide variety of resources available through web sites and information gateways. The University Library's web pages provide access to subject relevant resources and services, and to the library catalogue. Many resources can be accessed remotely. Students will be presented with opportunities within the curriculum to develop their information retrieval and evaluation skills in order to identify such resources effectively.

#### Indicative Reading List

##### Essential reading

The essential reading for the module comprises a selection of digitised reading from journals and specialist texts, made available on Blackboard.

##### Further reading

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 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

**Part 3: Assessment**

Assessment Strategy	<p>The assessment strategy makes use of a summative end-of-module exam alongside formative preparation for the exam. A 3 -hour case-study scenario based exam will be employed that presents students with a choice of complex corporate communication and public relations situations from which they must select three to critically evaluate, draw rationalised conclusions and make considered recommendations based on appropriate theory as well as practical examples.</p> <p>Opportunities will exist throughout the module for students to analyse similar kinds of issues on which they will receive formative feedback.</p>
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Identify final assessment component and element	Component A	
	A:	B:
<b>% weighting between components A and B</b> (Standard modules only)	<b>100%</b>	
<b>First Sit</b>		
<b>Component A</b> (controlled conditions) <b>Description of each element</b>	<b>Element weighting</b> (as % of component)	
1. Three hour, case study based exam	100%	
<b>Component B</b>	<b>Element weighting</b> (as % of component)	

Description of each element	
1. n/a	0

**Resit (further attendance at taught classes is not required)**

<b>Component A</b> (controlled conditions) Description of each element	<b>Element weighting</b> (as % of component)
1. Three hour, case study based exam	100%
<b>Component B</b> Description of each element	<b>Element weighting</b> (as % of component)
1. n/a	0

If a student is permitted a retake of the module under the University Regulations and Procedures, the assessment will be that indicated by the Module Description at the time that retake commences.