

COMM433 Corporate Communication

Thursday 7:00PM - 9:30PM, School of COMM - Room 013

Instructor: Dr. Chris Yim
 myim@luc.edu
 223E, School of Communication
 *Office Hours:
 Thursday 5:00 to 6:50 pm
 by online appointment only

*As the saying goes,
 "if you only have
 A hammer in your toolbox, you will
 treat everything like a nail."*

1. Objective and achievement

Corporate communication forms the backbone of business and the activity of business organizations. This course aims to understand corporate communication as communication system that communicates its core values with the stakeholders through all internal and external communication. It is to create a "diagnostic and alteration capability" to stimulate all employees to work together to support the company's overall objectives, rather than merely focusing on their functional tasks.

In line with the lifecycle of organizations from their birth, growth, decline and rebirth if they are sustained, this course is designed to explore how organizations best develop and manage an integrated communication structure and value, and successfully establish competitive position in the face of globalization, commoditization, and the rapid diffusion of information across markets.

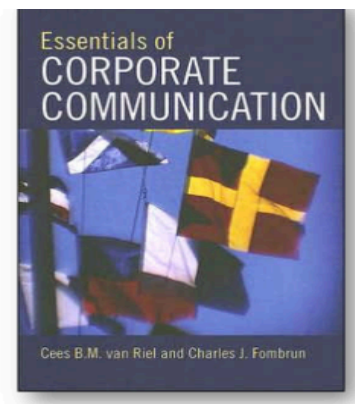
To achieve these, this course aims to understand the responsibilities of corporate communication as below.

- ❖ to promote the profile of the "company behind the brand" (corporate branding)
- ❖ to minimize discrepancies between the company's desired identity and brand features (perceived, projected and applied identities)
- ❖ to delegate managerial, marketing and organizational tasks in communication
- ❖ to formulate and execute effective procedures to make decisions on communication matters
- ❖ to mobilize internal and external support for corporate objectives (stakeholder relations)

In particular, given that reputation belongs at the top of the corporate communication agenda, students can come up with their own corporate communication plan by selecting a real company and applying their learnings in theory and practice at the end of this course.

2. Text book:

Van Riel, C. B., & Fombrun, C. J. (2007). Essentials of corporate communication: Implementing practices for effective reputation management. Routledge.



ISBN-10: 0415328268
 ISBN-13: 9780415328265
 Pub. Date: 01/01/2006
 Publisher: Taylor & Francis

Reference books:

- a. Goodman, M. B., & Hirsch, P. B. (2015). Corporate communication: Critical business asset for strategic global change. New York, NY: Peter Lang.
- b. Cornelissen, J. P. (2004). Corporate communication. John Wiley & Sons, Ltd.

3. Grading

- ❖ Attendance, engagement and assignment: 30 %
- ❖ Mid -term exam: 20% (take-home)
- ❖ Proposal for final paper: 10%
- ❖ Final presentation and final paper: 30 %
- ❖ Peer review on final presentation: 10 %

The specific guideline will be offered on Sakai before each deadline

4. Class principles

- ❖ Not permitted to use cellphone and laptop during the class
- ❖ Attend on time: any unexcused late arrivals and absences will result in a lower participation grade.
- ❖ Meet deadlines: any work turned in after the deadline will receive one letter grade reduction for each week it is late, even if by one day.
- ❖ No plagiarism and respect academic integrity: plagiarism will result in an automatic failure in this course. Further information, refer to at: <http://www.luc.edu/soc/policy.shtml>.
- ❖ Special needs: please give me written notice in the first week of class about any medical or other conditions that may interfere with your individual performance. Further information, refer to <http://www.luc.edu/sswd/index.shtml>

5. Course schedule and assignment

- ❖ Assignment is reading chapters and preparing discussion topics before class.
- ❖ Neither summary of your reading, nor your reflection is required, yet your engagement with the class will decide the evaluation on your preparedness for the class.
- ❖ The course schedule and content are subject to change.

Schedule	Subject	Remark
<i>Step 1. Fundamental concepts</i>		
WEEK 1 Jan. 18	What is corporate communication? When is it successful? Reading Chapter 1: corporate communication definition and its growing importance in line with company lifecycles and external environmental changes	Jan. 22, 2018 Last day to withdraw without a mark of "W"
WEEK 2 Jan. 25	The corporate communication agenda: to build reputation Reading Chapter 2: from communication to reputation examines the link between corporate communication and corporate reputation - the perceptions that stakeholders have of an organization.	
WEEK 3 Feb. 1	Corporate identity rooted in corporate culture, communication and behavior Reading Chapter 3: creating identity and identification Look closely at the roots of corporate reputation in the process of generating identity, identification, and support. Explore the perceived, desired, applied and projected identity	
WEEK 4 Feb.8	Measuring corporate identity Reading Chapter 4: examine different methodologies for uncovering identity elements in an organization.	
<i>Step 2. how companies express themselves to targeted stakeholders.</i>		
WEEK 5 Feb.15	Communicating with the corporate brand Reading Chapter 5: develop strong corporate brands ✓ What is the gain with the shared identity?	
WEEK 6 Feb. 22	Developing a reputation platform Reading Chapter 6: how to create sustainable corporate stories. ✓ What is a reputation platform? ✓ What makes for a strong reputation platform? ✓ What steps can be taken to create a sustainable corporate story?	
WEEK 7 Mar.1	Expressing the company Reading Chapter 7: understand the implementation of corporate stories through corporate campaigns targeted to four primary audiences: financial, employee, government, and public	

WEEK 8 Mar. 8	<i>Spring Break: No class</i>	
WEEK 9 Mar.15	Communicating with key stakeholders Reading Chapter 8: how five types of specialized communications can be used to carry out a corporate communication campaign. Internal, marketing, investor, government and public relations	Midterm exam: Take home thru. Sakai
Step 3. Measurement and application		
WEEK 10 Mar.22	Assessing the effective corporate communication Reading Chapter 9: the effectiveness of the corporate communication system by measuring corporate reputation Fortune's Most Admired Companies Harris Fombrun Reputation Quotient (RQ) The Reputation Institute's RepTrak System	Proposal Submission Thru. Sakai
WEEK 11 Mar. 29	<i>Easter Holiday: No class</i>	
WEEK 12 Apr. 5	Applied reputation research Reading Chapter 10: review important applied reputation research programs now in use by companies around the world.	
WEEK 13 Apr. 12	Organizing corporate communication Reading Chapter 11: explore how internal and external communications can be orchestrated in practice. Leadership and change communication	
WEEK 14 Apr. 19	Wrap up One to one paper discussion & feedback	FALL SEMESTER RESIGRATION BEGINS
WEEK 15 Apr. 26	Final Presentation & Peer Review	
Final Exam	Individual paper submission due on Monday April 30, 2018 thru. Sakai	

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