

## COURSE OUTLINE

### 1. GENERAL

<b>SCHOOL</b>	BUSINESS AND ECONOMY		
<b>DEPARTMENT</b>	BUSINESS ADMINISTRATION		
<b>DIVISION</b>	BUSINESS ADMINISTRATION		
<b>LEVEL OF STUDY</b>	UNDERGRADUATE		
<b>COURSE UNIT CODE</b>	1103405	<b>SEMESTER OF STUDY</b>	4
<b>COURSE TITLE</b>	CORPORATE COMMUNICATIONS		
<b>COURSEWORK BREAKDOWN</b>		<b>TEACHING WEEKLY HOURS</b>	<b>ECTS Credits</b>
Lectures and Workshops-Project Work		4	4
<b>COURSE UNIT TYPE</b>	Special Background Course		
<b>PREREQUISITES :</b>			
<b>LANGUAGE OF INSTRUCTION/EXAMS:</b>	Greek		
<b>COURSE DELIVERED TO ERASMUS STUDENTS</b>	YES (in English)		
<b>MODULE WEB PAGE (URL)</b>	<a href="http://moodle.teipir.gr/course/info.php?id=91">http://moodle.teipir.gr/course/info.php?id=91</a>		

### 2. LEARNING OUTCOMES

<b>Learning Outcomes</b>
<p>Purpose of the course is to introduce students to the role, significance and basic functions of corporate communications. The course focuses on how businesses use communication strategically in order to be effective in the relations they hold with various stakeholders internal and external to the company.</p> <p>Upon successful completion of this course, students will be able to:</p> <ul style="list-style-type: none"> <li>• Recognize the basic concepts and approaches of corporate communications.</li> <li>• Design effective strategies of communication in relating to stakeholders internal and external to the organization such as the mass media, public opinion and change management in times of crisis.</li> <li>• Develop the role that corporate communication plays in corporate strategy and the formulation of corporate identity and image.</li> <li>• Examine and communicate the ethical aspects of corporate decisions regarding the relations the organization holds with various stakeholders.</li> <li>• Examine crisis communication plans through case studies</li> </ul>
<b>General Skills</b>
<ul style="list-style-type: none"> <li>- Teamwork</li> <li>- Planning and management of projects</li> </ul>

### 3. COURSE CONTENTS

The course is organized around topics such as:

- The changing communication context
- Forms of corporate communications
- Theoretical approaches for effective communications
- Internal and external communication (types of messages, target audiences)
- Effective communication as part of the Management Function
- Message Development: Framing of issues, Agenda-setting
- Identification of target audiences, formulation and communication of message, selection of media, interactivity between organization and various publics
- The role of communication in promotion of actions related to corporate social responsibility
- Issues Management
- Communication Management in times of crisis
- Analysis of case studies

#

### 4. TEACHING METHODS - ASSESSMENT

<b>MODE OF DELIVERY</b>	In-Class	
<b>USE OF INFORMATION AND COMMUNICATION TECHNOLOGY</b>	Support of the learning process through the LMS platform of PUAS (Moodle).#	
<b>TEACHING METHODS</b>	<i>Method description</i>	<i>Semester Workload</i>
	Lectures	26
	Presentation of Case Studies, Class Discussions	26
	Preparation of Group Project	18
	Independent and Directed Learning	30
		<b>100</b>
<b>ASSESSMENT METHODS</b>	<p>I. <b>Final Examination</b> (70%) (Summative Evaluation) includes:</p> <ul style="list-style-type: none"> <li>- Multiple choice questions and/or true-false questions</li> <li>- Short answer questions</li> </ul> <p><u>Evaluation Objective:</u> To understand the fundamentals of the course.</p> <p><u>Evaluation Criteria:</u> Comprehensiveness, accuracy, and critical evaluation.</p> <p>II. <b>Teamwork</b> (30%) (Summative Evaluation) includes:</p> <ul style="list-style-type: none"> <li>- written work</li> <li>- public presentation</li> </ul> <p><u>Evaluation Objective:</u> To examine students' skills and to enhance students' teamwork skills.</p> <p><u>Evaluation Criteria:</u> Degree of specifications' satisfaction, Categorization-organization-adaptation of material, structure and clarity of written text, organization and management of teamwork project and presentation.</p>	

--	--

## 5. RESOURCES

- Recommended Book and Journal Article Resources:

### Books

- Stuart B, Sarow S, Stuart L (2007). *Integrated Business Communication in a Global Marketplace*, John Wiley & Sons (translated into Greek, Kritiki Publishers, 2008)
- Bogga-Karteri K. (2005). *Communication*. University Studio Press, Thessaloniki (in Greek)
- Argenti, P. (2012), *Corporate Communication* (6th Edition), McGraw-Hill.
- Cornelissen, J. (2011), *Corporate Communication: A Guide to Theory and Practice*, Sage Publications, London.
- Van Riel C and Fombrum C. (2007). *Essentials of Corporate Communication: Implementing practices of effective reputation management*, Routledge, London.##
- Taylor J., and Van Every E. (2000). *The Emergent Organization. Communication as its site and surface*, Erlbaum, Mahwah, New Jersey.

### Selected Articles from academic journals such as:

Corporate Communication: An International Journal  
Journal of Business Communication  
Journal of Communication Management  
Journal of Promotion Management  
International Journal of Strategic Communication  
Management Communication Quarterly