

Danish School of Media and Journalism**Name of the study program****Course description****Fall semester 2021****Corporate Communication****3. semester****Number of ECTS Credits:** 10 ECTS**Aims:**

The main goal of the course is to equip the students with the skills necessary to develop communication projects for companies and organizations based on an understanding of their communication strategies and values.

The students will gain knowledge of the theories and concepts on which organizational and strategic communication is based, including tools for analyzing communication products, market segments and target groups.

On the practical level students will work in close cooperation with external clients, with the aim of gaining an understanding of the "real life" framework of the development and production of communication tasks in companies and organizations. The students will produce an audiovisual production that solves a concrete communication need for the client.

Pedagogical and didactic approaches:

The teaching will be a mixture of lectures, team discussions, group work, workshops, and self-study. The students must expect some preparation for the teaching, for the full academic benefit can only be achieved by having read the associated literature prior to each course.

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Working methods:

- Analyzing competences, production skills and reflexive thinking.
- Tools for the analysis and assessment of communications products, market segments and target groups
- Literature, camera, sound and editing equipment, directing and production guidelines.

Learning outcomes:

The students will obtain the following during the course:

Knowledge and understanding:

Students will:

- be able to provide independent analysis of communication products based on the theories studied in the course and be capable of identifying and analysing how communication strategies and values are manifested in specific communication products,
- be able to understand the differences between corporate communication and journalism,
- be able to understand the framework for handling communication tasks in a corporate framework,
- have awareness for communications strategies.

Skills:

The students shall

- be familiar with various genres of external corporate communication,
- be able to apply and transform theoretical concepts into operational tools for developing and producing communication work,
- be able to convert corporate communications strategies and values into guidelines for developing and producing communication work,
- have gained hands on experience from cooperating with external clients and will have experienced the teamwork and editorial development that takes place in internal communication departments.

Competences:

The students will

- be capable, firstly, of developing ideas and creating concepts based on requirements outlined by the client and, secondly, be able to translate these into a manuscript and production plan that can serve as a framework for collaboration with the client.
- have experienced the balance between, on the one hand, respecting the client's needs and requirements and, on the other hand, challenging the assignment and the client with insightful and creative ideas.

Literature (to be purchased before the course begins):

Strategizing Communication. Theory and Practice. Ib T. Guldbrandsen & Sine N. Just, Samfundslitteratur 2020 (2nd edition)

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Communication strategies and corporate values from the external partners are used as background material for analytical assignments and exercises.

Attendance:

Attendance at lectures/tuition and participation in teamwork is mandatory.

Exam/Grading:

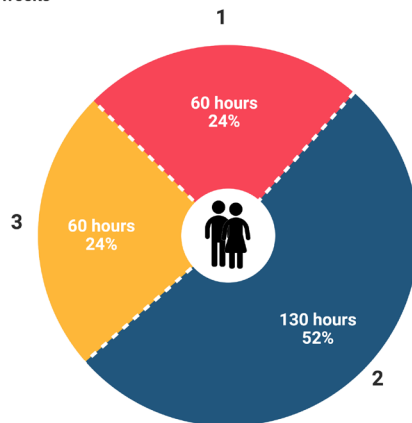
The course is assessed as passed / failed, internal examination. In order to pass, the course assignments must be submitted and approved on time, the final assignment must be passed and the student must have been active and fulfilled the requirements for attendance and participation.

Study Activity Model:

The Study Activity Model

Corporate Communication

250 hours in total
10 ECTS points
6 weeks



Category 1

The lecturer has primary responsibility for the study activities, and the students have co-responsibility through their preparation and participation. Participation by students and one or more lecturers.

Lectures and workshops

Category 2

The lecturer has primary responsibility for defining the learning activities, and the students have primary responsibility for taking an active part in the planned study activities. Participation by students only.

Literature
Assignments

Category 3

Students have primary responsibility for the study activities, and the lecturer has co-responsibility for ensuring appropriate settings for the activities. Participation by students only.

Study groups
Project work

Category 4

Students have primary responsibility for the learning activities, and the lecturer has co-responsibility for ensuring appropriate settings for the activities. Participation by students and one or more lecturers.

Godkendt af BBS, 2021-08-17

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