

Danmarks Medie- og Journalisthøjskole
TV and Media Production
Course Description
Autumn 2020
Corporate Communication

Duration: 10 ECTS

Objectives:

The main goal of the course is to equip the students with the skills necessary to develop and solve communication projects for companies and organizations based on an understanding of the company's or organization's overall communication strategy and values.

The students will gain knowledge of the theories and concepts on which organizational and strategic communication is based and will cultivate the tools needed to decode the values and policies that are arranged within communication/public relations. As a result, students are expected to be able to analyze the company's/organization's identity and goals and subsequently address both in their communication assignment.

The students will also take on a practical task, which will entail working in close cooperation with external clients, with the aim of gaining an understanding of the "real life" framework that informs the development and production of communication tasks in companies and organizations. The students will be required to produce an audiovisual production which must be submitted either as completed media product or as a partially completed dummy accompanied by a description of the concept for the overall solution. The clients will subsequently provide feedback on the product as well as process.

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Side 1 / 3

Tools:

- 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.
- During the course, the students are expected to submit an analysis assignment, a TV/video production and a reflexive report

Features:

The use of audiovisual media products is continually increasing in the field of corporate communication, both when it comes to internal and external communications efforts. This fact provides the foundation and framework for a theoretical and analytical look at corporate communication.

The course consists of two parts: 1) Theoretical tuition on strategic corporate communication and 2) Practical Assignment where students will be solving communication challenges for external partners (actual companies and organizations).

As a completion of the theoretical part of the course, students will work out a communication analysis paper describing the company or organisation, with whom they will be working in the second part. Furthermore, the tuition in the first part of the course will provide students with a theoretical framework for their choice of solutions in the practical assignment.

Methods:

Presentations, exercises and assignments submitted in groups, practical production and close cooperation with external clients.

Learning goals:

Knowledge:

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.

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Side 2 / 2

Competence:

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):

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

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

Participation

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

Examination:

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.

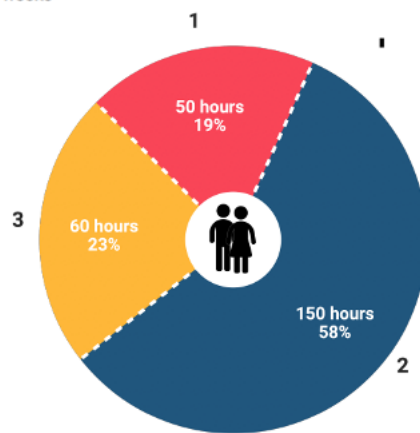
The course must be passed, in order to participate in the 3rd semester exam.

Study activity model

The Study Activity Model

Corporate Communication

260 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.

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.

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.

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.

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Side 3 / 2

Godkendt af BBS 2020-08-23