

**Danish School of Media and Journalism**  
**TV and Media Production**  
**Curriculum**  
**Autumn 2018**

**Corporate Communication**

**3rd term**

**Duration:** 6 weeks (10 ECTS points)

**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 analyse 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.

**Tools**

- Analysing 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 assignments, a TV/video production and a reflexive report

**Features:**

The use of audio visual 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 corporation with external clients.

### **Learning goal**

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

- have gained experience with writing press releases and will be familiar with other 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 communications departments.

### **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**

Strategizing Communication. Theory and Practice. Ib T. Guldbrandsen & Sine N. Just, Samfundslitteratur 2016

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.

## Assessment

Students will receive a grade at the fulfilment of the course. Assessment is internal, and grades will be given on the basis of delivered assignments and on student's participation in tuition. The course must be passed, in order to participate in the 3. semester exam.

