The Danish School of Media and Journalism
Corporate Communication
Course description
Fall semester 2018

Course: Crisis and Change Communication

ECTS: 15
Graded: 7-point Scale (A-F)

Outline

The course focuses on different disciplines and challenges within Corporate Communication. Students will be introduced to selected communication theories, methods and models companies use to handle the challenges in a changing, critical and global world. In order to prevent, build and rebuild stakeholder confidence and trust to organizations and industries the students will gain insight, skills and competences in cross cultural communication, issues management, corporate social responsibility, crisis as well as change communication. Also the students will develop understanding of different industries, skills in teamwork, give and take feedback and skills in critical reflection on products and processes.

Aims

The primary aims are to
- Establish an understanding of selected disciplines of corporate communication such as issues management, change communication, crisis communication and corporate social responsibility
- Provide students with a basic knowledge of methods and theories of cultural analysis and an understanding of the challenges of cross cultural communication

Learning outcome

Students are expected to have achieved knowledge and understanding of:
- Theories of change, crisis and issues management
- Theories and methods of cultural analysis
- Challenges of cross cultural communication

Skills

Students completing the course are expected to:
- Know how to conduct cultural analysis and identify the challenges of cross cultural communication
- Develop analytical, reflective, strategic and critical skills in relation to issues management.
- Identify and deploy different CSR strategies
- Understanding the complexity of handling crisis communication
- Plan and understand organizational change
- Navigate and operate within a various number of disciplines of corporate communication

Graded

To pass students are expected to be active and fulfil DMJX's requirements of attendance and participation both in class, at group work and at completion of projects and assignments. The students are tested through a number of assignments solved in groups of 3-5 students. All

students will be graded individually by the Danish grading system, which is transferred to the national grading system of the individual student (A-F). The grade is an overall assessment based on all the student's assignments by internal examination.

Literature

Books

FitzPatrick & Valskov (2014): Internal Communications – A manual for practitioners

PDFs and copied texts

Maureen Guirdham (2011): Communicating across Cultures at Work - Chapter 2; "Cultural Differences and Work"; page 42 – 61.

Cheney et Al (2011): Organizational Communication in an age of Globalization – Chapter 13 - "Communication in Global and Multicultural Contexts"; page 393-421

Møllerskov, Helen Duus (2016): Intercultural competencies – Chapter 3 – "Teachers"; page 47-66, page 87-93

Gesterland, Richard R.(2013) Cross-Cultural Business Behavvior – Chapter 7 – Nonverbal Communication (Body Language); page 73-89

Joep Cornelissen (2014): Corporate Communication – A guide to Theory and Practice – Chapter 10; "Issues Management"; page 180-197.

W. Timothy Coombs (2015): Ongoing Crisis Communication – Planning, Managing and Responding – Chapter 3; "Proactive Management Funktions and Crisis Management; page 31-40

Heath, Robert L. & Palenchar, Michael J.(2009): Strategic Issues Management – Chapter 4 – "Corporate Social Responsibility"; page 126-156

Mette Morsing & Suzanne C. Beckmann et Al. (2006): Strategic CSR Communication – Chapter 6; "Stakeholder Communication Strategies"; page 136-156.

Jana Costas & Dan Kärreman: Article (2013): "Conscience as control – managing employees through CSR"; page 394-411

Michael Porter & Mark Kramer: Article Harward Business Review: "Creating Shared Value", 2011

W. Timothy Coombs (2015): Ongoing Crisis Communication – Planning, Managing and Responding – Chapter 8; "Crisis response"; 129 – 150

Majken Schultz et Al (2005): Corporate Branding – Chapter 4; "A Communal Approach to Corporate Branding"; page 79-99

Klein, Stuart M. (1996): "A management communication strategy for change" page 32-44

Kotter, John P. (1995): "Leading Change - Why transformation efforts fail", page 59-67

Estimated workload in relation to the Study model

Initiated by:
Lecturers

- Tuition, where lecturer is prensent
- Examinations, tests
- **In total ca 100 hours**

Scheduled activities approx 25%

Assignment and projects approx 45 %

- Projects / other assingments
- Work in groups
- May be scheduled
- Lecturer not present
- **In total ca 180 hours**

Participating:
Lecturer and students

Participating:
Students

Other activities approx 5 %

Independent studies and preparations approx 25 %

- Common lectures
- Various event
- May be scheduled
- Lecturer may be present
- **In total ca 20 hours**

- Individual preparation
- Study groups
- Not scheduled
- Lecturer not present
- **In total ca 100 hours**

Initiated by:
Students