

**The Danish School of Media and Journalism**  
**Corporate Communication**  
**Curriculum**  
**Spring semester 2016**

**Course: Communication IV**

**Lecturers: Ass. Professor, Henrik Petersen DMJX, and guest lecturers**

**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 theories, methods and models in internal communication, branding and social responsibility as well as change, crisis and issues management. Additionally, the course touches upon theories of cultural analysis and to the challenges of cross cultural communication. The course also introduces theories relating to event management, experience economy and communication.

**Aims**

The primary aims are to

- Establish an understanding of selected disciplines of corporate communication such as internal communication, branding, change, 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
- Introduce students to experience economy and event management as a way to create growth and innovation through experience-based business development

**Learning outcome**

Students are expected to have achieved knowledge and understanding of:

- Theories of branding, change, crisis and issues management
- Theories and methods of cultural analysis
- Challenges of cross cultural communication
- Experience economy as a way of generating growth in business

**Skills**

Students completing the course are expected to:

- Be able to evaluate and develop concrete communication solutions
- Know how to conduct cultural analysis and identify the challenges of cross cultural communication
- Know how to create growth and innovation through experience based business development
- Develop analytical, reflective, strategic and critical skills
- Navigate and operate within a various number of disciplines of corporate communication

### **Graded**

Students are expected to attend all classes and other scheduled activities. The final project can be solved individually or in groups of 2-3 students, but 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). Internal censorship. The grade is based on the assignment and an oral examination lasting 30 minutes per student, voting included (40 minutes by 2 students, 45 minutes by 3 students).

### **Literature (to be purchased)**

Coombs, Timothy (2015): Ongoing Crisis Communication. Planning, Managing & Responding: Chapter: 1, 2, 3, 4, 7 & 8, page 1-70, 115-168.

### **Compendium, PDFs and copied texts**

1. Maureen Guirdham: Communicating across Cultures at Work - Chapter 2; "Cultural Differences and Work"; page 42 – 61.
2. Cheney et Al: Organizational Communication in an age of Globalization – Chapter 13 - "Communication in Global and Multicultural Contexts"; page 393-421
3. Alison Theaker: The Public Relations Handbook; "Corporate Identity"- Chapter 7 by Emma Wood and Ian Somerville; page 126-153
4. Majken Schultz et Al: Corporate Branding – Chapter 4; "A Communal Approach to Corporate Branding"; page 79-99
5. Christian Salmon: Storytelling – Bewitching the Modern Mind – Chapter 2; "From Logo to Story"; page 13-29
6. Fog, Budtz, Munch & Blanchette: Storytelling – Branding in Practice – Chapter 4; "The Company Core Story"; page 61-65, 68-72, 76-90, 92-97
7. Mette Morsing & Suzanne C. Beckmann et Al.: Strategic CSR Communication – Chapter 6; "Stakeholder Communication Strategies"; page 136-156.
8. Jana Costas & Dan Kärreman: Article: "Conscience as control – managing employees through CSR", 2013; page 394-411
9. Nick Smith, Robert Wollan, Catherine Zhou, John Wiley: The Social Media Management Handbook; Chapter 1&2; "The Power and Business Risks of Social Media" & "How to Develop a Social Media Strategy"; page 3-33
10. Gary Vaynerchuk: Jap, jap jab Right Hook – Chapter 1,3&4 – "How storytelling is like Boxing", "Storytell on Facebook", "Listen Well on Twitter"; page 6-11, 29-33, 83-85
11. Mark W. Schaefer: The Content Code – Chapter 5 – "Building an Alpha Audience"; page 97-125

12. Lars Birkholm Petersen et al: Connect – how to use data and experience marketing to create lifetime customers – Chapter 1-3 - "The Customer is in Control", "The New Marketing Mandate", "Measuring Customers Experience Maturity"; page 1-30
13. Pine & Gilmore: The Experience Economy – Chapter 1&2 "Welcome to the Experience Economy" and "Setting the Stage"; page 1-30
14. Sundbo & Sørensen: Handbook of Experience Economy – Chapter 2, "The Experience economy; past, present and future"
15. Tommy D. Andersson: Scandinavian Journal of Hospitality and Tourism; The Tourist in the Experience Economy"
16. Joep Cornelissen: Corporate Communication – A guide to Theory and Practice – Chapter 10; "Issues Management"; page 180-197.
17. Klein, Stuart M. (1996): "A management communication strategy for change" page 32-44
18. Kotter, John P. (1995): "Leading Change - Why transformation efforts fail", page 59-67
19. FitzPatrick & Valskov (2014): Internal Communications – A manual for practitioners: Chapter 6 & 9; page 91-99 & 168-187

### Estimated workload in relation to the Study model

