

ASSESSMENT GUIDELINES

Course code:	Course name:	Semester:
SFB50514	Corporate Communication	Autumn 2019
Knowledge, skills and general competence		
<p>The candidate</p> <ul style="list-style-type: none"> • is familiar with the interrelation between organisations and their environments, and the importance of building relations with all stakeholder groups. • has become familiar with the importance of planned and coordinated communication for building internal and external reputation, and know that organisational culture, common values and the identity perception of employees are key success factors. • has basic knowledge and understanding of communication as a management strategy in private and public organisations. <p>The candidate</p> <ul style="list-style-type: none"> • can collect empirical data and using theory to write a larger academic assignment (case study). • can write in academic manner and know the correct use of sources. <p>The candidate</p> <ul style="list-style-type: none"> • understands the importance of strategic communication and can document this in correct academic written form. 		
Literature		
Cornelissen, Joep (2017). Corporate Communication: A guide to theory and practice. London: SAGE Publications. 270 pages.		
Lectures and tutorials		
<p>Lectures</p> <ul style="list-style-type: none"> • Six lectures <ul style="list-style-type: none"> ○ Lecture 1: Introduction to corporate communication, corporate communication in the new media environment ○ Lecture 2: Issues management ○ Lecture 3: Corporate identity, image, reputation and branding ○ Lecture 4: Crisis communication ○ Lecture 5: Corporate social responsibility and stakeholder management ○ Lecture 6: Case study: methods, report and referencing <p>Tutorials</p> <ul style="list-style-type: none"> • Two scheduled tutorials per project group in the second part of the semester 		
Exam evaluation		
<ul style="list-style-type: none"> • A case study is performed in groups in the second half of the semester being documented in a written final report of 12-15 pages (approx. 5,000 words). • The case study takes its starting point in concrete organisations or cases related to one of the issues taught in the course. • Evaluation of the case study report <ul style="list-style-type: none"> ○ Research question ○ Theory – Relevant theories from Joep Cornelissen – Corporate Communication ○ Method – collection of data, analysis of data, quality of research ○ Analysis – Present report findings and discuss them from different perspectives ○ References in the text and literature list 		

- Report structure
 - Abstract
 - List of content
 - Introduction
 - Theory chapter
 - Methodology
 - Analysis
 - Conclusion
 - List of references
 - Appendices