



Corporate Communication	
Course number	2513 (International Management)
Remarks	Blocked seminar during the lecture period.
Lecturer	Päivo Laine
ECTS	6 (5 ECTS for mercuri students)
Number of semester hours	4
Type	Elective
Duration	1 Semester
Prerequisites	None
Type of exam	Individual and group assignments/Company project/Presentation
Objectives	<ul style="list-style-type: none"> • The students are able to identify the international aspects of corporate communication (external, internal and marketing communication) • The students are able to find solutions to communication problems in international cases. • The students know how to develop a strategic plan for international communication in business. • The students know the meaningful use of traditional and new media in international corporate communication. • The students know how to use social media for stakeholder engagement and management of organizational reputation. • The students develop their understanding of the cross-cultural viewpoints on corporate communication
Content	<ul style="list-style-type: none"> • elements and functions of corporate communication (internal, external, marketing communication) • instruments of corporate communication • role of different media • use of social media for maintaining and developing stakeholder relationships • communication in the global context • cultures and corporate communication
International applicability	This module is particularly suited also for international master students and German master students who would like to prepare for academic studies and/or work(ed) in an international context at home and abroad.
Bibliography	<ul style="list-style-type: none"> • Cornelissen, J.: Corporate Communication: A Guide to Theory & Practice, 4th edition, Los Angeles, London, New Delhi, Singapore, Washington DC , 2014. • Goodman, M. B & Hirsch, P.B. Corporate Communication: Strategic Adaptation for Global Practice, New York 2010. • Selected articles and online material
Forms of instruction	<ul style="list-style-type: none"> • Lecture • Practice <p>The course includes a project in which the students assess and develop the web and social media communication strategy of a target company. The project results are presented and discussed in a workshop</p>
Workload	<ul style="list-style-type: none"> • contact time 120h • self-study 240h • workload 360h
Language of instruction	English
Availability	Every winter term