Course Code: BAJMC210   **Course Name:** Corporate Communication

Unit I: Understanding Corporate Environment

1. What do you understand the term "Corporate Environment"?
2. What are the key elements of the contemporary corporate environment?
3. List the key feature of Corporate Communication?
4. List the different types of corporate constituencies.
5. Explain how brand identity influences consumer perception.
6. Discuss various examples of the contemporary corporate environment.
7. Summarize the main principles of corporate philanthropy.
8. Apply the concept of brand reputation to a real-world example.
9. Propose a social responsibility initiative for a company in the technology sector.
10. Analyze the impact of corporate philanthropy on employee engagement.
11. Evaluate the role of brand reputation in a company's competitive advantage.
12. Develop a comprehensive plan for enhancing a company's brand identity.
13. Propose a new approach to corporate philanthropy that integrates with business goals.
14. Evaluate the ethical considerations associated with brand reputation management.
15. Assess the effectiveness of various social responsibility programs in different industries.
16. Describe form of Corporate Constituencies on the basis of geographical location?

Unit II: Introduction to Corporate Communication

17. Define and provide examples of corporate communication.
18. Identify key factors contributing to the shift from public relations to corporate communication.
19. Describe how organizational communication differs from marketing communication.
20. Identify the scope of Scope of Corporate Communication.
21. Explain the significance of a monolithic branding strategy.
22. Apply corporate communication principles to create an internal communication plan.
23. Develop a branding strategy for a new product launch.
24. Differentiate between need for PR & Corporate Communication in an organisation?
25. Analyze the impact of corporate communication structures on information flow.
26. Evaluate the effectiveness of branded corporate communication strategies in building consumer trust.
27. Create a comprehensive corporate communication plan for a crisis scenario.
28. Synthesize information to propose a new form of corporate communication structure.
29. Evaluate the role of corporate communication in shaping organizational culture.
30. Assess the effectiveness of various branding strategies in different market segments.

Unit III: Corporate Communication in Practice

31. Define the concept of a communication strategy and its components.
32. Differentiate between vertical, horizontal, and lateral communication in an organizational context.
33. Differentiate between lateral and diagonal communication in an organizational context.
34. Explain the steps involved in conducting a corporate identity audit.
35. Describe the functions of corporate advertising within an organization.
36. Describe importance of Corporate Communication in an organization.
37. Apply communication strategy concepts to resolve a conflict within a team.
38. Develop a corporate advertising campaign for a new product.
39. Analyze the impact of effective communication on organizational performance.
40. Evaluate the results of a corporate identity audit and propose improvements.
41. Synthesize information to create a comprehensive communication strategy for a multinational corporation.
42. Develop a plan for integrating corporate communication functions across different departments.
43. Evaluate the effectiveness of different corporate advertising campaigns.
44. Assess the impact of organizational structure on communication strategy implementation.

Unit IV: Application of Corporate Communication

45. Explain various tools and also highlight its usage in an organisation.
46. Explain the techniques used in media relations.
47. Define internal communication and list examples of their tools.
48. Define external communication and list examples of their tools.
49. Describe the concept of media monitoring and research.
50. Explain the differences between internal and external communication.
51. Develop a media relations plan for a company facing a reputational crisis.
52. Propose tools for improving internal communication within a geographically dispersed organization.
53. Analyse the role of ethics in corporate communication using a specific case study.
54. Evaluate the effectiveness of crisis management strategies employed in the Infosys case.
55. Synthesize information to create a comprehensive internal communication plan for a global company.
56. Develop a crisis management playbook for a company in the food and beverage industry.
57. Evaluate the ethical implications of media relations tactics.
58. Assess the effectiveness of internal communication tools in fostering employee engagement.