

Course Code: BA(JMC)-210 (MS. Priyanka Singh)	L T C
Course Name: Corporate Communication	2 1 3

INSTRUCTIONS TO THE PAPER SETTERS:

1. Question No. 1 should be compulsory and cover the entire syllabus. Question No. 01 shall have 10 parts (a to j) of 02 Marks each i.e., $10 \times 2 = 20$ Marks and all 10 parts (a to j) covering all the 04 units having a minimum of 02 parts from every unit.

2. Apart from Question No. 1, rest of the paper shall consist of four units as per the syllabus. Every unit should have 02 questions (preferably each question should have 02 parts (a and b)) to evaluate analytical/technical skills of the student. However, student may be asked to attempt only 1 question from each unit. Each question should be of 10 Marks, including its subparts, if any.

Examiners are requested to go through the Course Outcomes (CO) of this course and prepare the Question Paper accordingly, using Bloom's Taxonomy (BT), in such a way that every question be mapped to some or other CO and all the questions, put together, must be able to achieve the mapping to all the CO(s), in balanced way.

LEARNING OBJECTIVES:

1. Define the key concepts and forms of corporate communication.
2. The students will be able to describe the importance of communication in corporate sector.
3. The students will be able to articulate and compose effective communication for corporate world.
4. The students will be able to develop, analyse, evaluate and devise effective corporate strategies and to write press releases, memos, notices etc.

PRE-REQUISITES:

1. Students must have the basic knowledge about corporate communication.
2. Students should be familiar with the need of communication in corporate and understand various forms.
3. Student must able the basic knowledge of Branding identity and Brand image.

COURSE OUTCOMES (COs):

After completion of this course, the learners will be able to: -

CO #	Detailed Statement of the CO	BT Level	Mapping to PO #
CO1	Define the key concepts and forms of corporate communication.	(BTL2)	
CO2	The students will be able to describe the importance of communication in corporate sector.	(BTL4)	
CO3	The students will be able to articulate and compose effective communication for corporate world.	(BTL5)	
CO4	The students will be able to develop, analyse, evaluate and devise effective corporate strategies and to write press releases, memos, notices etc.	(BTL6)	
UNIT – I No. of Hours:12			
Understanding Corporate Environment			
<ol style="list-style-type: none"> 1. Contemporary Corporate Environment: an overview 2. Forms of Corporate Constituencies 3. Brand Identity, Brand Image and Brand Reputation 4. Corporate Philanthropy and Social Responsibility 			
UNIT – II No. of Hours: 12			
[Introduction to Corporate Communication]			
<ol style="list-style-type: none"> 1. Corporate Communication: Definition, Concept And Scope 2. Shift from PR to Corporate Communication 3. Structure and forms of Corporate Communication: Management, Marketing, Organizational 4. Corporate Communication as Branding strategy: Monolithic, Endorsed, Branded 			
UNIT – III No. of Hours: 10			

[Corporate Communication in Practice]

1. Developing a Communication Strategy
2. Perspectives on Organizing Communication: Vertical, Horizontal and Lateral
3. Corporate Identity Audit: Concept And Steps
4. Corporate Advertising: Concept and Functions

UNIT – IV**No. of Hours: 10****[Application of Corporate Communication]**

1. Media Relations: Tools and Techniques, Media Monitoring and Research (Gate keeping research and output analysis)
2. Internal & External Communication: Concept and Tools
3. Guidelines and Ethics for Corporate Communication
4. Crisis Management: Concept and Case Studies (Infosys Crisis and Nestle Maggie)

TEXT BOOKS:

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| TB1 | Argenti, P. A. (2009). Strategic Corporate Communication: A Global Approach for doing Business in the New India. New York: McGraw-Hill. |
| TB2 | Cornelissen, J. (2008). Corporate Communication: A guide to Theory and Practice. Los Angeles: SagePublications. |

REFERENCE BOOK:

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| RB1 | Jethwaney, J. (2010). Corporate Communication: Principles and Practice. Oxford: Oxford University Press. |
| RB2 | Oliver, S. (2004). A Handbook of Corporate Communication and Public Relations: Pure and Applied. London: Routledge. |