

GUJARAT UNIVERSITY
K. S. SCHOOL OF BUSINESS MANAGEMENT
[Five Years' (Full-time) M.B.A. Integrated Degree Course]
Third Year B.B.A. (SEM – V)
KS_M_CC_357
Corporate Communication

3 credit course

Objective:

The course content highlights the Relevance of Corporate Communication globally as well as in India. It dwells on the role, scope and importance of Corporate Communication, especially in the changing market and corporate environment. This may also enable the students to handle Crisis Communication including Media handling.

MODULE: 1 Corporate Communication **(20%)**

- Definitions and Evolution of Corporate Communication.
- Corporate Communication functions.
- The need for Corporate Communication.
- Managing Government Relation

MODULE: 2 Employee Communication **(20%)**

- Genesis of Employee Communication and its interface with other Managements Functions.
- Outsourcing Internal Communication and Segmenting Internal Publics.
- The Content of Communication to Employees.
- Various Media for Internal Communication.

MODULE: 3 Corporate Reputation Management **(20%)**

- Reputation in the Net Age.
- Corporate Reputation Management Imperatives.
- Building Corporate Identity.
- Corporate Advertising and Brand Image Insensitivity.

MODULE: 4 Media Relations and Crisis Communication **(20%)**

- Writing for the Media.
- Managing Media Events.
- Media Relations.
- The Importance of Crisis Communications.

MODULE: 5 **(20%)**

- Meaning of Mass Media Laws, Copyright Act Digital Piracy, RTI Act 2005, Acts Related to Advertising.
- Professional Ethics.
- Professional Bodies in Corporate Communications.
- Corporate Communication and Professional Code of Ethics.

No of lectures in semester: Approximately 40 to 45 Hrs.

Methodology: Direct Teaching, Assignment, Presentation, Class discussion.

Evaluation Pattern:

Continuous Evaluation	30%
Mid-Sem. Exam	20%
End-Sem. Exams	50%

Reference Books:

- Corporate Communication (Principles and Practice) by Jaishri Jethwaney (Oxford).
- Business Communication by Meenakshi Raman & Prakash Singh (Oxford).
- Business Communication by V.K. Jain and Omprakash Biyani (S. Chand).