

€ TRAINING

Certificate in Corporate Communications





Certificate in Corporate Communications

Introduction

We are currently seeing a lot of high-profile controversies in business. Such incidents make it difficult for firms to carry out their operations, maintain effective communication, and protect their good name and reputation. The foundation of corporate communication is the idea that effective, sustainable communication is crucial to the success of businesses. The theories, methods, and viewpoints of corporate and organizational communication are introduced and discussed in this course to help participants advance their careers as communicators with the practical knowledge needed to handle challenging situations involving complex communication in contemporary organizations, both internally and externally.

Course Objectives

At the end of this course, participants will be able to:

- What is corporate communication?
- Utilize a variety of methods and equipment to put in place a successful corporate communication campaign.
- Plan and carry out internal and external business communication strategies.
- Recognize and use corporate communication specialties.
- Utilize corporate communication when creating new organizational structures.
- Adapt to the many internal communication channels available.

Targeted Audience

- Managers, supervisors, and officers with experience in public relations, as well as staff members looking to gain a thorough understanding of corporate communication. This training will also be helpful to other key workers whose jobs depend on relationships and interactions with people inside and outside the firm, particularly in the fields of branding, CSR, and the media.

Course Outline

Unit 1: Foundations of corporate communication

- Definition of corporate communication
- Define and explore the concept and history of corporate communication
- Differentiation between vision, mission, and objectives
- Corporate communication in a changing environment
- The new media landscape: challenges and opportunities
- Stakeholder management and communication
- Stakeholder engagement
- Definitions of Corporate Identity
- Branding
- Reputation
- Importance of corporate identity and reputation
- Aligning identity, image, and reputation

Unit 2: Developing your corporate communication strategy

- Corporate communication strategy and strategic planning
- Global aspects of corporate communication
- A high and low-context culture
- Cross-cultural aspects of audiences
- Planning and executing communication programs and campaigns
- Research, measurement, and evaluation
- Measuring corporate reputation
- Theories on measuring the effects of communication

Unit 3: Specialist areas in corporate communication

- Media relations
- Journalism and news outlets
- Detect what constitutes news
- The various effects of news coverage on corporate communication
- Employee communication and organizational identification
- New media, new communication
- Benefits and challenges of using social media
- Issues management
- Communication in times of crisis

Unit 4: New developments in corporate communication

- Leadership and change communication
- Effective leadership communication
- Corporate social responsibility CSR and community relations
- The case for CSR
- Communicating about CSR
- The 8 areas of focus for CSR
- CSR and PR

Unit 5: The communication of organizations

- Corporate communication
- Marketing communication
- Internal communication
- Organizing communication