

# **Corporate Communication (6 months Certificate course)**

## **1 Introduction to Communications- 10 classes**

Communication, its evolution through the ages and how it straddles every sphere of human life- the story of civilisation being no more than the history of the development of communication.

## **2 What is Corporate Communication?- 15 classes**

Why do corporates need to communicate? Why do they need to tell themselves and the world at large? Why are some corporates tongue tied, while others are extremely vocal? What is the right amount of effort that corporates should put into communication? How can they straddle the consciousness of their target audience?

## **3 Internal & External Communication- 30 classes**

What are different interest groups within and outside the entity to whom corporate communication should ideally be targeted? Why should they be kept in the loop? What are the various channels that are used to make this flow of information perennial? Introduction to the weapons- the Brochure, the Leaflet, the Newsletter, the PPT, the Corporate film, the Website, the Digital Media Platforms- the art of creating and deploying them for maximising the benefit to the entry.

## **4 A) Traditional Media- 15 classes**

Newspapers, magazines and the print media; Radio; Hoardings and the outdoor media; Television- how they work, the functions they play as the pillars of a society and their importance in the economy. The difference between vanilla advertising and placement of PR led stories

## **B) Emerging Media- 30 classes**

The emergence of digital media and how corporate communication must make the transition into the digital space. Content creation and aggregation across platforms so that real-time conversations around brands can be monitored and coaxed meet the corporate needs. Back-linking and paid posts- how the traditional response features have evolved and how to ride the new wave.

## **5 Trends in Corporate Communication- 5 classes**

How is Corporate changing with the times? Why and how should companies refurbish their their communication efforts? How is the creation of killer content becoming the most important clog in the wheel of communication? What are the emerging ways of information aggregation? Is a wealth of information creating a situation where there is a poverty of attention? How can corporates overcome this dichotomy?

## **6 In-House Corporate Communications & Outsourced PR- 15 classes**

When and why should a Company go for its own Corporate Communication department? What are the advantages and disadvantages of an in-house corp-comm team over that of an outsourced PR agency? What should be the ideal situation? What should be qualities of a Corporate Communicator? As an in-house expert and as an agency functionary?

## **7 Ethics of Communication- 15 classes**

What is the place of ethics in the world of communication? Especially, in its extreme, when

communication takes on the grab of propaganda? How and where to draw the line? Why should communicators and agencies avoid becoming tools that spread propaganda?

**8 Event Led Communications- 15 classes**

How to organise and use events- Press Conference, Management Interactions, Factory Visits, Exhibitions, Conventions- as an aid of the communication effort? In which case are such events necessary? Surrogate communication and the ways of effectively reaching out.

**9 Crisis Management- 15 classes**

How should a corporate entity manage a crisis situation? The do's and don'ts of crisis communication. How to carry the media and eventually align them to the corporate point of view during a crisis. The need to be honest and the ability to be trusted, especially in such situation.

**10 Branding & Advertising- 15 classes**

An overview of branding and advertising, explaining how communications is the string that ties them together. The top brands of the world and what makes them tick from the communication point of view.

**11 Economic Overview- 15 classes**

A broad outline of the economic scenario in which corporate communicators have to operate and how the crests and troughs of the economic progress calls for a reworking of the communication strategy for the long-term goals of the corporate. Why understanding of the working of the economy in general and the industry segment in particular is of supreme importance to the communicator. Concepts of Sustainability, resource orientation, innovative disruption, millennium development goals and like will be touched upon.

**12 Writing/Communication Skills- 30 classes**

Content is and will continue to be the king so far as communication is concerned. Content that is being created, communicated, accessed and related to in increasingly different ways with each passing day. Special emphasis will be given to ensure that the content is created not only a search engine optimised but also reader friendly and keyword tagged so as to maximise the effect across platforms.

**13 Case Studies- 15 classes**

Every topic will be enriched with relevant case studies and efforts will be made to ensure the interaction with experts from respective domains so that the students can not only grasp the basics but are also crystal clear in their conceptions.

**14 Assessments**

Students will be taken through a system of regular assessment both practical and written so as to ensure that they are readily deployable in the corporate sector as trained corporate communicators. Internship placements will also be made as a practise so as to make the students used to the work environment.

**Tenure of Course: 6 months**

**Total Number of Classes: 240**

**Each class: 1 Hour**

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