

Vesalius College
Course description

Course title: Corporate Communication & Public Relations

Course code: CMM 242E

Teacher responsible: David Zaruk

Course description:

This course provides an analysis of the practice of corporate communications and public relations. It will cover how major companies provide information on their activities, defend their issues and spin their image. Attention will be given to a major current trend of the greening of the corporation, with a visit to Green Week in Brussels providing some hands on experience.

Students will have an opportunity to apply the lessons through their analysis of the communications practices of a major business (company assessment) and course paper (company report).

Course objectives:

The student will be expected to know the elements of a corporate press release and be able to identify a company's vision, mission, values and objectives (as expressed by corporate communicators). The annual report will be considered as the corporate Bible, and students will be expected to be able to generate a corporate report assessment within that spirit.

Grade weighting scheme:

Company Assessment (30h)	15%
Communication Plan (30h)	15%
Corporate Press Release (3h)	5%
Presentation (7.5 hours)	10%
Mid-Term Exam (15 hours)	15%
Green Week report (5 hours)	5%
Final Exam (25 hours)	25%
Participation (44 hours)	10%

Used course material (handbooks, readers, readings, newspapers, magazines) and references:

Reference Textbook: Public Relations Strategy
Author: Sandra Oliver
Publisher: Kogan Page
Date: 2007, 2nd edition