

GEERT HOFSTEDE CONSORTIUM



Master International Communication

Course Outlines 2018- 2019 Semester 1



Please note:

- These course outlines are intended to give an idea of the course content involved in the courses offered at each Consortium partner university. We strive to provide the latest version available on our website. If officially enrolled, you will receive the most recent course outlines from your course instructor at your attending university.



Table of Content

Hanze University of Applied Sciences	2
Leeds Beckett University	3
Vilnius University	11
IULM University	24

Course Outline Semester 1:
Hanze University of Applied Sciences
Groningen, The Netherlands

CURRICULUM OVERVIEW		
Block	Semester 1	
Theme	International Corporate Communication	International Marketing Communication
	External client	External client/ Innovation lab
Professional	<ul style="list-style-type: none"> • Future literacy training • Presenting / pitching 	<ul style="list-style-type: none"> • Persuasive writing • Digital skills • Board room simulation
Research	<ul style="list-style-type: none"> • Research Cycle (i.e evidence based critical thinking) 	<ul style="list-style-type: none"> • Research methods (quantitative and qualitative)
Intercultural	<ul style="list-style-type: none"> • Intercultural sensitivity • Intercultural conflict management 	<ul style="list-style-type: none"> • Intercultural perspective taking • Study trip abroad
	Corporate Communication: <ul style="list-style-type: none"> • Issues & reputation • Visual storytelling • Corporate Social Responsibility • Communication strategies in a multi-mediated world • International Communication 	Marketing communication: <ul style="list-style-type: none"> • Brand identity and brand image • Mindshare vs heartshare • Branding and positioning strategy • International marketing communication • Digital marketing communication
Credits	15	15

This table gives you an idea of what to expect during your first semester at Hanze University of Applied Sciences. Currently, Hanze is in the process of renovating its MIC curriculum for the academic year 2018-2019. The course outlines for the first semester will be available in May 2018.

Course Outline Semester 1:
Leeds Beckett University
Leeds, United Kingdom

CURRICULUM OVERVIEW		
Semester 1	Core Curriculum – Leeds Beckett University	Credits
UNIT 1	Strategic Communication Planning and Management	10 ECTS
UNIT 2	Corporate Communication in an International Context	10 ECTS
UNIT 3	Global Business Environment	10 ECTS

Semester X 1 | O 2 | O 3

Study load 10 ECTS over the full length of the semester
10 x 28 hours = 280 hour

Aim This module aims to develop an understanding and critical awareness of the strategic nature of communication, its' all embracing role as a management function, and the contribution it makes to the achievement of strategic business objectives.

Communication Planning and Management has as its primary objective the enabling of effective, planned communication across a range of media to secure understanding and commitment of stakeholders to the mission, strategy and attainment of organisational objectives.

Students will be provided with the tools to develop and evaluate communication plans for organisations which operate in an international environment.

Learning outcome By the end of the module students will be able to understand, critically analyse, evaluate and explain:

- The role and scope of the professional communicator in organisations
- The management of communication of organisations operating in an international environment
- The management of corporate relations programmes in different strategic scenarios
- The components of corporate communications planning and management

Students will be able to develop a communication plan for a client/organisation operating in an international environment

Indicative content Topics:

- Communication management in context
- Strategic communication management and planning
- Research and issue identification
- Objective setting
- Identifying stakeholders and publics
- Strategy and tactics
- Message design
- Resources and budgeting
- Research and evaluation

Didactical forms Weekly lectures which will introduce theory behind communication planning and key elements of communication elements

Weekly tutorials which will focus on problem-solving and discussion around case studies. Elements of a communication plan will be discussed and applied to real case scenarios. Class exercises include debates, individual and group tasks, work-shops with mock-up presentations and role-plays.

Meetings with the client provide feedback on the progress of students' campaign planning.

Assessment **Formative:**
Project proposal (presentation, 10%)

Summative:
Assignment (90%): A presentation of the communication plan to the client (45%) and a 5000 word communication plan (written report, 45%) based on the client's brief

Assessment type(s)

Postgraduate Skills and Competencies	Opportunity to Develop	Assessed
Academic Skills		
Research Capability	x	x
Critical Thinking	x	x
Problem Solving	x	x
Creativity	x	x
Self-Management Skills		
Manage Change/Adaptability	x	x
Organisation and Planning	x	x
Communication Skills		
Written Communication	x	x
Oral/Visual Communication Skills	x	x
Active Listening	x	
CIT Skills	x	x
Interpersonal Skills		
Team Skills	x	x
Leadership	x	x
Networking	x	
Negotiating	x	

Rationale for assessment and relationship of assessment methods to competencies
The assessment (communication plan) integrates all elements taught in the module and relates to all learning outcomes.

Literature (indicative)
Cornelissen, J. (2011) Corporate Communication, A Guide to Theory and Practice. 3rd ed. London: Sage.
Gregory, A. (2010) Planning and Managing Public Relations Campaigns. A Strategic Approach. 3rd ed. London: Kogan Page
Gregory, A. and Willis, P. (2013) Strategic Public Relations Leadership. London: Routledge
Moss, D. and DeSanto, B. (2012) Public Relations. A Managerial Perspective. London: Sage
Moss, D. and Powell, M. (2010) Public Relations Cases. International Perspectives. 2nd ed. London: Routledge

Smith, R.D. (2005) *Strategic Planning for Public Relations*, 2nd ed., Hillsdale: Lawrence Erlbaum

Windahl, S. and Signitzer, B. (2009) *Using Communication Theory: An Introduction to Planned Communication*. 2nd ed. London: Sage

Further Reading

Cutlip, S. M., Center, A. H. and Broom, G. M. (2008) *Effective Public Relations*. 10th ed. Upper Saddle River, NJ: Prentice-Hall.

Dozier, D. M., Grunig, L. A. and Grunig, J. E. (2001) 'Public Relations as Communication Campaign'. In R. E. Rice and C. K. Atkin. (eds.) *Public communication campaigns*. 3rd ed. London: Sage: 231-48.

Grunig, J.E. (1992) (ed.) *Excellence in Public Relations and Communication Management*. Hillsdale; Lawrence Erlbaum

L'Etang, J. and Pieckza, M. (2006) *Public Relations. Critical Debates and Contemporary Practice*. Hillsdale: Lawrence Erlbaum.

Moss, D. and DeSanto, B. (eds.) (2001) *Public Relations Cases : international perspectives*. London: Routledge.

Tench, R. and Yeomans, L. (eds.) (2009) *Exploring Public Relations*, 2nd ed. Harlow: FT Prentice Hall

Watson, T. and Noble, P. (2007). *Evaluating Public Relations: A best practice guide to public relations planning, research and evaluation*. London: CIPR/Kogan Page.

Teaching Staff

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Semester 1	Core Curriculum – Leeds Beckett University	Credits
UNIT 1	<i>Strategic Communication Planning and Management</i>	10 ECTS
UNIT 2	<i>Corporate Communication in an International Context</i>	10 ECTS
UNIT 3	<i>Global Business Environment</i>	10 ECTS

Semester X 1 | O 2 | O 3

Study load 10 ECTS over the full length of the semester
10 x 28 hours = 280 hour

Aim This module aims to:

- develop students' critical thinking and analytical skills in relation to strategic corporate communications functions within an intercultural context
- develop understanding of the communication needs of profit and non-for-profit organisations and their social environment
- develop students' ability to deal with culturally sensitive issues

Learning outcome By the end of the module students will be able to understand, critically analyse, evaluate and explain:

- Intercultural corporate communication issues
- The relevance of cultural factors in international communication
- The complexity of communication processes within organisations

Students will be able to:

- Compare different corporate and national cultures using appropriate contextual frameworks
- Demonstrate creativity in problem solving situations
- Demonstrate sensitivity to diversity and ethical issues in organisations

Indicative content Topics:

- Overview of the corporate communication functions: Public Relations, Marketing communication, Internal Communication, Public Affairs, Issues Management, Crisis Communication. Trends in corporate communication. Integrated Communication.
- Strategic Reputation Management. Identity, Image and Reputation. The Corporate Identity Mix
- Culture, nature, layers and levels ; National and Corporate culture, their interrelationship
- Intercultural Communication and Management; Models of Hofstede, Trompenaars and Hall's cultural dimensions and concepts applied in the business context; the Globe survey
- Bennett's Model of Intercultural Sensitivity

Didactical forms Lectures, tutorials and seminars. Seminars will incorporate assessed student presentations. Lectures, tutorials and seminars will adopt an interactive style to encourage questioning and critique. International guest speakers from the corporate sector will be invited.

Assessment

- Individual assignment – Induction manual (70%).

Students will research and write a 4,000 word induction manual introducing a corporate communications topic/specialism (e.g. corporate identity, media relations, CSR, etc. but not the specialism you presented on) in an intercultural context (i.e. across different cultures, countries, societies, markets, etc.) to fresh recruits to PR who have just graduated with a degree in PR. You may choose to write this manual for a particular industry sector (e.g. public sector, charity, financial, media, entertainment, automotive, sports, retail, etc.). This manual will be written for graduates starting out in a junior public relations role in your chosen specialism in an intercultural context. S/he is going to use the reference manual to gain knowledge about the specialism, and understand the nature of practice in that area.

- Group presentation (30%)

which will enable groups of 2/3 students of different nationalities and cultures to work as a team to investigate and present a critical review on a specific aspect of corporate communication theory within an intercultural context. Students will be expected to provide supporting handouts, a bibliography for other students in the class and questions for class discussion.

Assessment type(s)

Postgraduate Skills and Competencies	Opportunity to Develop	Assessed
Academic Skills		
Research Capability	x	x
Critical Thinking	x	x
Problem Solving	x	x
Creativity	x	x
Knowledge Management	x	x
Self-Management Skills		
Critical Self Awareness	x	
Manage Change/Adaptability	x	x
Organisation and Planning	x	x
Career Awareness	x	
Communication Skills		
Written Communication	x	x
Oral/Visual Communication Skills	x	x
Active Listening	x	
CIT Skills	x	x
Interpersonal Skills		
Citizenship	x	
Team Skills	x	x
Leadership	x	
Networking	x	
Negotiating	x	

Rationale for assessment and relationship of assessment methods to competencies

The assessment methods test the learning outcomes. The group presentation specifically enables students to demonstrate research, creativity, problem-solving and presentation skills while demonstrating knowledge and understanding of intercultural factors relevant to an organisation. The individual assignment tests the skills of critical analysis of an organisational issue within an intercultural context while demonstrating sensitivity to cultural and ethical issues in organisations.

Literature (indicative)

Cornelissen, J. (2011) Corporate Communication. A guide to Theory and Practice 3rd edition. Sage Publication: London

Gregory, A. (2007) Involving Stakeholders in Developing Corporate Brands: the Communication Dimension, Journal of Marketing Management, Vol. 23, No. 1-2, pp.59-73

Hatch, M. J. and Schultz, M. (2003) Bringing the corporation into corporate branding, European Journal of Marketing, Vol. 37, No 7/8, pp. 1041-1064.

Hofstede, G. and Hofstede, J. (2010). Cultures and Organizations: Software for the mind. **2nd ed.** McGraw-Hill.

Schneider, S. and J. Brasseur (2003) Managing across Cultures. FT / Prentice Hall

Schultz, M., Hatch, M.J. and Larsen, M.H. (eds.) (2000) The Expressive organisation: Linking identity, Reputation, and the Corporate Brand. New York: Oxford University Press

Sriramesh, K. and Verčić, D. (eds) (2009) The Global Public Relations Handbook. Theory, Research and Practice. Expanded and Revised Edition. Lawrence Erlbaum Associates, Mahwah: N.J.

Trompenaars, F. and Hampden-Turner, C. (2000) Building Cross-Cultural Competence: How to create wealth from conflicting values

Vos, M. and Schoemaker, H. (2005) Integrated Communication, concern, internal and marketing communication. Lemma Publishers, Utrecht

Teaching Staff

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Semester 1	Core Curriculum – Leeds Beckett University	Credits
UNIT 1	<i>Strategic Communication Planning and Management</i>	<i>10 ECTS</i>
UNIT 2	<i>Corporate Communication in an International Context</i>	<i>10 ECTS</i>
UNIT 3	Global Business Environment	10 ECTS

Semester X 1 | O 2 | O 3

Study load 10 ECTS over the full length of the semester
10 x 28 hours = 280 hour

Aim This module analyses the inter-relationships between businesses and the global external environment – political, social, legal and technological. Additionally, it discusses issues in relation to the role of Business in the global environment such as sustainable development, competitive advantage of nations, global responsibility and citizenship.

Learning outcome By the end of the module students will be able to understand, critically analyse, evaluate and explain:

- the debate about the nature of globalisation by analysing the range of competing perspectives that are applied.
- explain the major trends and impacts of globalisation
- Apply relevant frameworks to evaluate the impact of the external global environment on the internal strategies and processes of business
- Utilise appropriate information retrieval skills to locate relevant data

Indicative content Topics:

- The structure and institutions of the Global Business Environment
- The Political/Legal, Economic, Social/Cultural, Technological environments of Business in a Global Context.
- The Nature of Globalisation and the competing perspectives on its impact.
- Business Strategies in relation to the global environment and the creation of competitive advantage
- Issues in relation to the role of Business in the global environment:
 - sustainable development
 - competitive advantage of nations
 - global responsibility
 - citizenship

Didactical forms

- Weekly campus based workshop tutorials
- Workshops are tutor facilitated and student led, based on individual research and assessed presentation
- Participatory learning environment, both online and face to face
- Self-reflection and peer feedback
- Blended learning via regular and integrated use of x-stream

Assessment

Formative:

- Posting to discussion forums on 6 semi-structured debate topics, and feedback on peer discussion points
- Online individual presentation

Summative:

- Internal Management report (4000 words) building on presentation and tutorial and online discussions analysing the external environment facing a business

Assessment type(s)

Postgraduate Skills and Competencies	Opportunity to Develop	Assessed
Academic Skills		
Research Capability	x	x
Critical Thinking	x	x
Problem Solving	x	x
Creativity	x	x
Knowledge Management	x	x
Self-Management Skills		
Manage Change/Adaptability	x	
Organisation and Planning	x	x
Communication Skills		
Written Communication	x	x
Oral/Visual Communication Skills	x	x
Active Listening	x	x
CIT Skills	x	x
Interpersonal Skills		
Citizenship	x	x
Team Skills	x	
Networking	x	x
Negotiating	x	x

Rationale for assessment and relationship of assessment methods to competencies

The assessment integrates all elements taught in the module and relates to all learning outcomes.

Literature (indicative)

Brooks, I., Weatherston, J., Wilkinson G., (2008), The International Business Environment, Hemel Hempstead: FT Prentice Hall.

Cairns G and Sliwa M (2008) A Very Short, Fairly Interesting and Reasonably Cheap Book About International Business, London: SAGE

Dicken, P. (2008), Global Shift: Reshaping the Global Economic Map in the 21st Century, London: Paul Chapman

Webster P and Hamilton L (2009) The International Business Environment, Oxford: OUP

Wetherly P and Otter D (2008) The Business Environment: Themes and Issues, Oxford: OUP

Dunn B (2009) Global Political Economy: A Marxist Critique, London: Pluto Press

Morrison J (2009), The International Business Environment: Diversity and the global economy, London: Palgrave

Teaching Staff

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Course Outline Semester 1:
Vilnius University
Vilnius, Lithuania

2018-2019 CURRICULUM OVERVIEW		
Semester 1	Core Curriculum – Vilnius University	Credits
UNIT 1	Communication Theories	5 ECTS
UNIT 2	Corporate Communication	5 ECTS
UNIT 3	Intercultural Communication	5 ECTS
UNIT 4	Communication Project	5 ECTS
UNIT 5	Communication Research Methods	5 ECTS
UNIT 6	Global Business Environment	5 ECTS

Semester X 1 | O 2 | O 3

Study load 5 ECTS over the full length of the semester
56 contact hours

Aim Objectives of the course – to analyse different approaches towards communication, the main theories of communication, potential (and contradictions) of their application, to provide a general introduction to the history of communication studies, contemporary communication theories and the recent developments in the field of communication research. The course will incorporate the students' personal research interests, support them in conducting practical explorations of various communication processes and foster critical thinking.

Learning outcome After completing the course, students:

- will have learned and will be able to compare the main communication theories and theoretical approaches;
- will be able to place communication research in an interdisciplinary context, linking it to other disciplines in the social sciences and humanities;
- will be able to integrate theory with the results of empirical research;
- will be able to understand and critically assess the strengths and weaknesses of their own and others' research

Indicative content Topics:

- Communication process. Communication theories in respect to the levels of communication. Problems of the definitions of the process of communication and its main concepts
- Philosophical approaches to the theories of communication. Different traditions of communication analysis.
- Main models of communication and their comparison
- Theories of effects of mass communication: development of the approaches to the effects, types of effects
- The main problems of communication (audience, message, content, context, channel, author, impact, noise, etc.) in the context of different communication theories
- Nature and research issues of the new media

Didactical forms Lectures, seminars, case studies, practical work, individual studies.

Assessment

Description of assessment: Written exam. Composition of the final grade: 35%
– work throughout the semester, 35% – Research project and its presentation, 30% – Exam.

Rationale for assessment and relationship of assessment methods to competencies

During the lectures, the main communication theories and approaches are presented and analysed. During the seminars, students present and discuss theoretical and research based articles, they become “experts” of one communication theory and learn how to apply it on different problems. Students will also develop an individual research project (with the aim of application and consolidation of acquired knowledge). During the course students receive regular consultations for the development of the project. The assessment integrates all elements taught in the module and relates to all learning outcomes.

Literature (indicative)**Compulsory:**

1. Aronson, E. (2008). *The Social Animal*
2. Baran, Stanley J, & Davis, Dennis K. (2015). *Mass communication theory: Foundations, ferment, and future* (7th ed., Cengage series in mass communication and journalism). S.I.: Cengage Learning
3. Webster, Frank. (1999). *Theories of the information society* (The international library of sociology). London ; New York: Routledge.
4. West, R., Turner, L. (2010). *Introducing Communication Theory*

Recommended:

1. Aronson, J., Aronson, E. (2011). *Readings about The Social Animal*, 11th Edition. Worth Publishers
2. Castells, Manuel. (1997). *The power of identity* (The information age : economy, society and culture vol. 2). Malden [Mass.]: Blackwell.
3. Cialdini, Robert B. (2007). *Influence: The psychology of persuasion* (Rev. ed.). New York [N.Y.]: Collins Business.
4. Griffin, Em. (2014). *A first look at communication theory*. New York: McGraw - Hill.
5. Kahneman, Daniel. (2011). *Thinking, fast and slow*. New York [N.Y.]: Farrar, Straus and Giroux.
6. McLuhan, M. (1997). *Essential McLuhan*. London: Routledge.
7. Taylor, K. (2004). *Brainwashing. The Science of Thought Control*
8. The SAGE handbook of persuasion: Developments in theory and practice (2nd ed.). (2013). Los Angeles [Calif.]: SAGE Publications.

Teaching Staff

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2018-2019		CURRICULUM OVERVIEW
Semester 1	Core Curriculum – Vilnius University	Credits
UNIT 1	Communication Theories	5 ECTS
UNIT 2	Corporate Communication	5 ECTS
UNIT 3	Intercultural Communication	5 ECTS
UNIT 4	Communication Project	5 ECTS
UNIT 5	Communication Research Methods	5 ECTS
UNIT 6	Global Business Environment	5 ECTS

Semester X 1 | O 2 | O 3

Study load 5 ECTS over the full length of the semester
56 contact hours

Aim Detailed analysis of the main bottlenecks in corporate communications, public relations, the theoretical area, the most recent trends in practice, familiar with the nature of professional ethics and the importance of public relations activities, gained abilities of managing businesses and public administration, theoretical knowledge about internal and corporate communication, ability to plan and organise;

Learning outcome Students should acquire the knowledge necessary for complex corporate communications management processes, organizations, external and internal environment, analyses the image and reputation, mastering basic public relations and other communications professionals and organizations, professional and behavioural norms and codes, and be able to establish these standards and codes violations.

Indicative content Topics:

- The basic theory of PR main themes: PR modern context - social, economic, cultural, communication, professional. Organisational communication as a form of corporate communication.
- PR theoretical activity, audience, communication aspects.
- Corporate image, reputation, culture, identity and profile. Identity management. Methods of analysis and management of image and reputation. Corporate brand, its strategies and change management.
- Corporate communication management, strategy, and planning of individual programmes. Phases of plan development. Interested groups of audience.
- Corporate responsibility. Social initiatives. Corporate social responsibility reports.
- Community relations. Community types. Community audience, communication channels and tools, community support. Participation in social matters and links with authorities: lobbying.
- Crisis communication.
- International corporate communication.

Didactical forms Lectures, seminars, practical tasks, presentation of group work, practical work, individual studies.

2018-2019 CURRICULUM OVERVIEW		
Semester 1	Core Curriculum – Vilnius University	Credits
UNIT 1	Communication Theories	5 ECTS
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UNIT 6	Global Business Environment	5 ECTS

Semester X 1 | O 2 | O 3

Study load 5 ECTS over the full length of the semester
56 contact hours

Aim Aim of the course: to explore cultural self-awareness and other cultures awareness, to provide theoretical knowledge about communication in intercultural environment and cultural interaction, to increase cultural and intercultural awareness of students, and their ability to analyse and critically discuss the intercultural communication practices.

Learning outcome Skills and learning outcomes: students will get skills and competencies in:

- explicit knowledge of general barriers, challenges, and opportunities in intercultural communication;
- ability to examine specific cross-cultural experiences and contexts to learn how to promote effective cross-cultural communication;
- ability to forecast effect of intercultural communication;
- analysing and planning international communication campaigns.

Indicative content

- Foundations of culture.
- Building cultural identity: narratives, myth and symbols in cultural communication.
- Culture as a phenomenon framing human interaction. Exploring communication specifics in different cultures (Dimensions of culture: G. Hofstede, E. Hall etc. theories).
- Direct and mediated cross-cultural communication in different environments. Culture framed thinking and behaviour clash: misinterpretations and conflicts. Opportunities in meeting this challenge.
- Barriers and challengers in direct cross-cultural communication: culture shock and it's consequences in micro and macro level. Opportunities in meeting this challenge.

Didactical forms Lectures, seminars, case studies, practical work, individual studies

Assessment	Oral presentation – 20 proc.; group assignment – 2 x 2 5 proc.; exam – 30 proc.
Rationale for assessment and relationship of assessment methods to competencies	The assessment (communication plan) integrates all elements taught in the module and relates to all learning outcomes.
Literature (indicative)	<p>Compulsory:</p> <ul style="list-style-type: none"> • Culture in the communication age (2001) London: Routledge. • G. Hofstede, G.J. Hofstede. Cultures and organizations : software of the mind (2005) New York : McGraw-Hill. • The global intercultural communication reader (2014) London: Routledge. <p>Recommended:</p> <ul style="list-style-type: none"> • Neuliep J.W., (2015) Intercultural communication. Thousand Oaks: SAGE Publications. • Handbook of international and intercultural communication (2004) Thousand Oaks: Sage Publications.
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2018-2019		CURRICULUM OVERVIEW
Semester 1	Core Curriculum – Vilnius University	Credits
UNIT 1	Communication Theories	5 ECTS
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Semester X 1 | O 2 | O 3

Study load 5 ECTS over the full length of the semester
56 contact hours

Aim Aim of the course is to provide theoretical and practical knowledge on planning and implementing communication projects; to develop analytical skills by looking into case studies and analysing public relations, branding, corporate social responsibility and social media projects; to gain practical experience by preparing and implementing a strategy/idea for communication project of international institution, NGO, brand or social idea

Learning outcome Students will get skills and practical experience:

- to plan, organise and implement communication projects;
- to develop a strategy / idea for communication project (defining objectives; audience insight, strategy, budget, action plan and results)
- to prepare a media plan, including traditional and social media channels

Indicative content **Strategy planning & implementation of communication project:**

Situation analysis
Objectives
Target groups
Communication strategy
Communication message and creative ideas
Action plan
Budget
Results / Effectiveness survey

Didactical forms Lectures, seminars, case studies, practical assignments, individual studies

Assessment Individual practical assignments, presentations - 20 %;
Planning & implementation of communication project – 80 %

Rationale for assessment and relationship of assessment methods to competencies The assessment (communication project) integrates all elements taught in the module and relates to all learning outcomes.

Literature (indicative) **Compulsory:**

1. Wilcox D.L. Public Relations: Strategies and tactics (2003) N.Y
2. Percy L., Rosenbaum – Elliott. Strategic Advertising Management (2013) Oxford
3. R.E.Rice, C.K.Atkin. Public Communication Campaigns (2012) Sage Publications
- 4.

Recommended:

1. Bland M. When it hits the fan. Turning Crisis into Opportunity (2004) Somerset
2. Burtenshaw K., Mahon N., Barfoot C. The fundamentals of creative advertising. (2006) Lausanne

Teaching Staff Partn. doc. Jolanta Gužaitė Kvintus

2018-2019 CURRICULUM OVERVIEW		
Semester 1	Core Curriculum – Vilnius University	Credits
UNIT 1	Communication Theories	5 ECTS
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Semester X 1 | O 2 | O 3

Study load 5 ECTS over the full length of the semester
56 contact hours

Aim The aim of this course is to provide a general introduction to communication research methodology, to improve competences in empirical research and to introduce the newest developments in the field of communication research. The course will incorporate the students' personal research interests, support them in conducting practical explorations of various communication processes and nourish critical thinking.

General competences to be developed:

- Ability to undertake research at an appropriate level, actively search for, process and analyse information from a variety of sources.
- Ability to work individually and in a team.
- Ability to creatively apply acquired knowledge in practical situations and make reasonable decisions to resolve problems.
- Appreciation of a multicultural environment and cultural diversity.
- The ability to communicate in written and oral form in a foreign language.

Subject-specific competences to be developed:

- Ability to apply contemporary communication theories in research.
- The ability to follow recent developments in the fields of media, communication and IT, identify research problems and devise research projects to solve them.
- The ability to choose and apply relevant communication research methods to solve scientific and business problems.
- Ability to gather data from primary and secondary sources and apply quantitative and qualitative methods of analysis to it.

Learning outcome After completing the course, students:

- will know the major aims, conditions and outcomes of research work and its application in academic, business and policymaking environments.
- will be able to place communication research in an interdisciplinary context, linking it to other disciplines in the social sciences and humanities.
- will be able to choose and apply appropriate research methods to solve empirical problems, gather and analyse quantitative and qualitative data and draw appropriate conclusions.
- will be able to understand and critically assess the strengths and weaknesses of their own and others' research design, data analysis and research results.

- Indicative content** Topics:
- Introductory lecture: course aims and requirements. Basics of scientific research. Requirements for academic papers and research reports. Information and data sources. Primary and secondary sources. Bibliographies.
 - Scientific writing. Description, analysis and critique.
 - Scientific writing. Structuring and editing texts. Introductions and Conclusions.
 - Theory as a basis for empirical research. Uses of theory in preparing and designing research projects. Placing theories in context. Reviewing prior research.
 - Introduction to empirical research. Quantitative and qualitative approaches to research. Choice of method. Steps of a research project. Preparing a research design. Research ethics.
 - Practical aspects of survey research, interview research, qualitative content.
 - Analysis, quantitative content analysis, Data analysis and interpretation.
 - Research quality and self-evaluation.
 - Research project

Didactical forms Lectures, seminars, case studies, practical work, individual studies.

Assessment Description of assessment: Written exam. Composition of the final grade: 30%

- Assessment type(s)** – Class presentations, 60% – Research report, 10 % – Learning reflection.
- During the lectures, the main theories and approaches are presented and analysed, and research methods are examined (discussion involves the theoretical foundation of the method, its advantages and disadvantages, the steps in the application of the method, ways of data analysis, specific difficulties of the method, examples of application).
 - During the seminars, students present and discuss theoretical and research based articles. Students will also develop an individual research project (with the aim of application and consolidation of acquired knowledge) which includes the description and analysis of the following aspects: social context of the chosen communication problem, problem formulation and its theoretical basis, research object, research goal and aims, hypotheses, type of sampling, chosen method(s) and argumentation of the choice, expected results and their implications for the development of the theory.
 - Each student will have to fill out a self-evaluation form reflecting their learning experience and hand it in at the end of the semester.

Rationale for assessment and relationship of assessment methods to competencies The assessment methods; Completeness, relevance of answers, ability to critically evaluate own work.

**Literature
(indicative)**

Compulsory:

- Treadwell, Donald (2014) Getting Started: Possibilities and Decisions. In *Introducing Communication Research*. Sage;
- Castells, Manuel (2009) *Power in the Network Society*. In *Communication Power*. Oxford University press;
- Chomsky, Noam and Herman, Edward S. A (2002) *A Propaganda Model*. In *Manufacturing Consent: The Political Economy of the Mass Media*. Pantheon Books;
- *Survey Fundamentals: A Guide to Designing and Implementing Surveys* (2010) University of Wisconsin;
- Becker, Howar (2007) *One Right Way*. In *Writing for Social Scientists*. Chicago: The University of Chicago Press;
- Bryman, Alan. (2004) *Asking questions*. In *Social research methods*. Oxford University Press;
- Treadwell, Donald. (2014) *Content Analysis: Understanding Text and Image in Numbers*. In *Introducing Communication Research*. Sage;
- Treadwell, Donald (2014) *Rhetorical and Critical Analyses*. In *Introducing Communication Research*. Sage;
- Gibbs, Graham R. (2007) *Thematic Coding and Categorizing*. In *Analyzing Qualitative Data*. Sage;
- Rubin, Herbert J. and Rubin, Irene S. (2005) *Analyzing Coded Data*. In *Qualitative Interviewing: The Art of Hearing Data*. Sage.

Recommended:

- Banks, Marcus (2009) *Visual Methods in Social Research*. Los Angeles: Sage;
- Morreale, Sherwyn, Spitzberg, Brian, Barge, Kevin (2006) *Human Communication: Motivation, Knowledge, and Skills*. Cengage Learning;

Teaching staff

Lect. Agnè Girkontaitė
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2018-2019 CURRICULUM OVERVIEW		
Semester 1	Core Curriculum – Vilnius University	Credits
UNIT 1	Communication Theories	5 ECTS
UNIT 2	Corporate Communication	5 ECTS
UNIT 3	Intercultural Communication	5 ECTS
UNIT 4	Communication Project	5 ECTS
UNIT 5	Communication Research Methods	5 ECTS
UNIT 6	Global Business Environment	5 ECTS

Semester X 1 | O 2 | O 3

Study load 5 ECTS over the full length of the semester
56 contact hours

Aim The aim of the course is to introduce students to the theoretical aspects of international business environment analysis and internationalization of enterprises. The ability to apply the theories will be developed through practical tasks: to collect information about the current international business environment and interpret the collected data necessary for the decision-making of the internationalization of a specific company / product is being developed.

Learning outcome Will know the main theories of international business environment analysis and will be able to interpret the main aspects of the international business environment
Will be able to independently plan, create and run a business in the country and in the international economic space, taking into account the economic, social, legal and cultural context of the business operation and management in a given country, the principles of ethics and social responsibility
Will be able to independently collect and structurally present information on major events and formulate a reasoned proposal for international development and to present it professionally to the audience.

Indicative content

1. Definition of International business environment, criteria and models.
2. Models of International Business Environment Analysis
3. Political legal and legal environment of international business
4. Economic and social environment of the international business.
5. Ecologic and technologic environment of international business.
6. Cultural and Competitive Environment
7. Assessment of the opportunities of the international market
8. Internationalization process and theories of international companies.

Didactical forms Lectures (problem teaching), discussions, seminars, presentations, group presentations and individual presentations

Assessment	<p>Commulative (Exam test 50%, group work 30%, presentation and discussions- 20%)</p> <p><u>Exam Test (20 closed questions) evaluation criteria (50%):</u></p> <ul style="list-style-type: none"> - Excellent, exceptional knowledge and skills of international environment - 10 (excellent); - Strong, good knowledge and skills - 9 (very good); - Better than average knowledge and skills - 8 (well); - Average knowledge and abilities, there are minor errors - 7 (average); - Knowledge and skills (skills) are lower than average, there are errors - 6 (satisfactory); - Knowledge and skills (skills) meet the minimum requirements - 5 (weak); - Minimum requirements are not met - 1-4 (unsatisfactory). <p><u>Presentation of current issues of International environment (20%)</u></p> <p>Prepare a situation analysis and / or an overview of international business events and present itself during the seminar indicated at the audience. Evaluation criteria for the review:</p> <ul style="list-style-type: none"> ☐ validity, scope, relevance of the review to the subject of the engagement, ☐ disclosure, novelty and originality. ☐ quality of work presentation: compassion and quality of delivery. <p><u>Group work (International Environment Analysis of X country) (30%)</u></p> <p>Prepares and presents an individual or group task (international environment analysis of X country) during the last seminar. Criteria for evaluating the proposal:</p> <ul style="list-style-type: none"> • The reasonableness of the task introduction and scientific sources, scope, relevance to the subject of the individual task, study program, • Task requirements (written work + presentation) • Compassion and quality of the presentation during the seminar, as well as the theme's disclosure, novelty and originality.
Literature (indicative)	<p>Sources:</p> <ol style="list-style-type: none"> 1. Hill Charles, 2015 International business: competing in the global market place, 9th ed. McGraw-Hill Irwin 2. Mike Peng, Klaus Meyer 2016 International Business 2nd Cengage learning ISBN-13: 9781473722644 / ISBN-10: 1473722640).
Teaching Staff	Lekt., Dr. Miglè Eleonora Černikovaitė



IULM

Libera Università di Lingue e Comunicazione
International University of Languages and Media

Course Outline Semester 1: IULM International University of Languages and Media Milan, Italy

CURRICULUM OVERVIEW		
Semester 1	Core Curriculum – IULM University	Credits
UNIT 0	Welcome camp	
UNIT 1	Strategic Communication planning and managing	5 ECTS
UNIT 2	Capstone: International Business & Communication planning project	5 ECTS
UNIT 3	Global Business environment	5 ECTS
UNIT 4	Personal development: Intercultural competence and leadership	5 ECTS
UNIT 5	Corporate Communication in international environment	5 ECTS
UNIT 6	Capstone: Corporate Communication project	5 ECTS

General Description of the Semester

Semester

1

weeks

2 weeks	Welcome camp/intensive programme
12 weeks	Classes/reading weeks
4 weeks	Exams/final presentations
1 week	Intensive programme/symposium/resits
2 weeks	Holidays
21 weeks	Total number of weeks

Study load

30 ECTS = 840hours

Aims

This module aims to develop:

- the students understanding on the strategic cycle of the organization and how the strategic communication policy is built.
- the students critical thinking and analytical skills regarding strategic corporate communications functions.
- the student's personal, academic and professional skills in the given context.
- the students' ability to cooperate in an international team

Professional role

Manager/ Consultant

Level

Strategic

Related Units of study

Welcome camp
Strategic Communication planning and managing
Capstone: International Business & Communication planning project
Global Business environment
Personal development
Corporate Communication in international environment
Capstone: Corporate Communication

Semester 1	Core Curriculum – IULM University	Credits
UNIT 0	Welcome Camp	
UNIT 1	<i>Strategic Communication planning and managing</i>	5 ECTS
UNIT 2	<i>Capstone: International Business & Communication planning project</i>	5 ECTS
UNIT 3	<i>Global Business environment</i>	5 ECTS
UNIT 4	<i>Personal development Intercultural competence and leadership</i>	5 ECTS
UNIT 5	<i>Corporate Communication in international environment</i>	5 ECTS
UNIT 6	<i>Capstone: Corporate Communications</i>	5 ECTS

Semester X 1 | O 2 | O 3

Study load 56 hours (credit integrated into other units)

Aim The aim of this unit is

- to introduce the MIC students to their programmes, the didactical set-up, the school (services), the city, each other, their teachers and the support staff.
- to introduce the students to the international and intercultural working environment.

Learning outcomes The student will

- be able to find his way around the school & the information he or she needs
- know who his or her fellow classmates and important staff members are
- what is expected of him/her and what he/she can expect from the school
- be familiar with the content and didactics of the programme

Please refer to the unit 3 (Intercultural competence, Leadership and Personal Development) for the intercultural and critical thinking learning outcomes.

Indicative content Introduction to

- school and school services (library, sports, doctor, guidance counsellors)
- master specific modules
- blackboard (digital learning environment)
- education and exam regulations
- each other, the teaching and support staff
- Campus & Milan

Intercultural workshops (perception, observation, cultural self-awareness, intercultural teamwork)
Critical thinking
Multi-disciplinary team assignment
Social activities

Didactical form Seminars/lectures/assignments/workshops/excursions

Assessment type(s) attendance & participation

Rationale for assessment and relationship of assessment methods to competencies This unit focuses on preparing the students for their programme. Through the attendance and participation in different activities students will have a deeper understanding of the programme and the didactics. Only through participating in introductory activities will students be able to get to know each other, their teachers and the school.

Literature (required) *MIC Binder (will be handed out) including Teaching and examination regulations, student charter, schedules*
Tench, R. & Yeomans, L. (2013). Exploring Public Relations (3rd edition). Essex, UK: Pearson. ISBN-10:0273757776 or ISBN-13:978-0273757771

Teaching staff *Alessandra Mazzei, Roberto Razeto, Massimiliano Falcone, Luca Brusati, Paolo Fedele*

Support staff *Poala Mandelli, Maria Fernanda Alonzo*

Semester 1	Core Curriculum – IULM University	Credits
UNIT 0	Welcome camp	
UNIT 1	Strategic Communication planning and managing	5 ECTS
UNIT 2	Capstone: International Business & Communication planning project	5 ECTS
UNIT 3	Global Business environment	5 ECTS
UNIT 4	Personal development Intercultural competence and leadership	5 ECTS
UNIT 5	Corporate Communication in international environment	5 ECTS
UNIT 6	Capstone: Corporate Communications project	5 ECTS

Semester X 1 | O 2 | O 3

Study load 5 ECTS over the full length of the semester
5 x 28 hours = 140 hour (of which appr. 40 hours of teaching hours)

Aim Students will learn and understand the strategic cycle of the organisation and how the strategic communication policy of that organisation is built. How commitment is built within the organisation for the new policy.

- Develop Strategic Communication Policy
- Implement Communication Policy
- Evaluate Communication Policy

Learning Outcomes The student will be able to

- Deal with complex issues both systematically and creatively, make sound judgements in the absence of complete data and communicate their conclusion clearly to specialist and non-specialist audiences; has an interdisciplinary approach
- Demonstrate self-direction and originality in tackling and solving problems
- The student is able to work from an international and intercultural perspective
- The student will work according to principles of sustainability.

Indicative content This course presents a study of communication theories, research and application models of communication. It is discussed of communication strategy on operational, tactical and strategic levels in relation to the strategic cycle of the organisation.

Another area of interest in the course is the interdependence of environment, structure, target and communication strategy process. Learn how to control and measure all stages of the SMART model.

Assessment

Assessment based on	passing grade	weight
Presentation - professional product & conduct - written exam - participation - attendance (individual)	5,5	50%
Presentation and/or small group discussion/simulation (group)	5,5	50%

Assessment type(s)

- Assignments
- Participation / attendance
- Presentation
- Professional product
- Professional conduct
- Written exam

Rationale for assessment and relationship of assessment methods to competencies The assessment methods reflect the didactical philosophy of competency-based learning. The student will need to display professional conduct as an individual as and a member of a team. He will need to show an adequate contribution to the professional product(s) – both academically and personally.

Didactical forms

- (Guest) Lectures / seminars
- Skills training/ workshops
- Simulation & role plays
- Individual counselling
- Tutorials

Literature (mandatory) Gregory A. (2000), *PR in Practice: Planning and Managing Public Relations Campaigns*, The Institute of Public Relations.

Literature (indicative) Smith R.D. (2005), *Strategic Planning for Public Relations*, 2nd ed., Lawrence Erlbaum.

Course leader Luca Brusati

Semester 1	Core Curriculum – IULM University	Credits
UNIT 0	Welcome camp	
UNIT 1	Strategic Communication planning and managing	5 ECTS
UNIT 2	Capstone: International Business & communication planning project	5 ECTS
UNIT 3	Global Business environment	5 ECTS
UNIT 4	Personal development Intercultural competence and leadership	5 ECTS
UNIT 5	Corporate Communication in international environment	5 ECTS
UNIT 6	Capstone: Corporate Communications project	5 ECTS

Semester X 1 | 0 2 | 0 3

Study load 5 ECTS over the full length of the semester
5 x 28 hours = 140 hour (of which appr. 40 hours of teaching hours)

Aim The aim of this unit is to provide students with a simulation of a professional context enabling them to develop their

- > Understanding of the communication consultancy process in relation with the strategic decision-making process of the organization within an intercultural and international context.
- > Consultancy skills within the given context.

Input from the other related units cumulates in the capstone assignment

Professional role Consultant

Professional situation The consultant has to advise the management on a corporate story for different stakeholders.

Professional task To describe and analyse the client's situation and to offer motivated options for corporate storytelling for a variety of stakeholders from a cross media perspective. The options are based on context analysis including an intercultural analysis. The options are presented to the client.

Professional product Evidence based advice and client presentation

Client To be announced

Content it is necessary to make an intercultural analysis of the most relevant stakeholders. Together with the information from the context analysis, the options for the corporate story can be developed.

This course will cover the following topics:

- International and intercultural context analysis (research skills)
- Corporate communication theory
- Corporate storytelling
- Cross media strategies
- Scrum
- Consultancy

Learning Outcomes Within a professional context, the student will be able to work on the client's brief as an equal member of a self-directing international reflective communication (scrum) team, to analyse the client's brief and to present him with a few appropriate & theoretically motivated options for corporate stories from a cross media perspective for relevant of stakeholders, to the client's satisfaction.

- LO1 - Perform as a member of a self-directing, reflective international team in a consultancy role
- LO2 - Analyse the client's brief and the organization's complex communication problem related to global issues and evaluates information and its sources critically.
- LO3 - Develop strategic communication solutions, based on research and creative insight
- LO4 - Advise, inform and present outcomes to the client's and/or stakeholders' satisfaction
- LO5 - To integrate the developed ideas and insights into a written product: a plan, a (research) report or a proposal

Assessment type(s)

X Professional product: Evidence based advice report & presentation to the client/seminar
 X Professional conduct: Team work including peer feedback

Assessment

Assessment based on	passing grade	weight
Evidence based advice report (group)	5,5	60%
Client/seminar presentation (group)	5,5	40%
Teamwork	pass	conditional

Rationale for assessment and relationship of assessment methods to competencies.

The assessment methods reflect the didactical philosophy of competency-based learning. The student will need to display professional conduct as an individual as and a member of a team. He will need to show an adequate contribution to the professional product(s) – both academically and personally.

Didactical forms

Workshop - scrum
 Group work & coaching

Literature (mandatory)

Ruler, B. van, *Reflective Communication Scrum*, 2014.

Literature (indicative)

Mighall, R. *The EACD Brief Guide to Corporate Storytelling*, Service Brochure nr 10.
 Mighall, R. *Only Connect: The Art of Corporate Storytelling*, 2014, LID Publishing INC, ISBN-10: 190779445X

Course leader

Luca Brusati

Semester 1	Core Curriculum – IULM University	Credits
UNIT 0	Welcome camp	
UNIT 1	Strategic Communication planning and managing	5 ECTS
UNIT 2	Capstone: International Business & Communication planning project	5 ECTS
UNIT 3	Global Business environment	5 ECTS
UNIT 4	Personal development: Intercultural competence and leadership	5 ECTS
UNIT 5	Corporate Communication in international environment	5 ECTS
UNIT 6	Capstone: Corporate Communications project	5 ECTS

Semester X 1 | O 2 | O 3

Study load 5 ECTS over the full length of the semester
5 x 28 hours = 140 hour

Aim This module analyses the inter-relationships between businesses and the global external environment – political, social, legal and technological. Additionally, it discusses issues in relation to the role of Business in the global environment such as sustainable development, competitive advantage of nations, global responsibility and citizenship.

Learning outcome By the end of the module students will be able to understand, critically analyse, evaluate and explain:

- the debate about the nature of globalisation by analysing the range of competing perspectives that are applied.
- explain the major trends and impacts of globalisation
- Apply relevant frameworks to evaluate the impact of the external global environment on the internal strategies and processes of business
- Utilise appropriate information retrieval skills to locate relevant data

Indicative content Topics:

- The structure and institutions of the Global Business Environment
- The Political/Legal, Economic, Social/Cultural, Technological environments of Business in a Global Context.
- The Nature of Globalisation and the competing perspectives on its impact.
- Business Strategies in relation to the global environment and the creation of competitive advantage
- Issues in relation to the role of Business in the global environment:
 - sustainable development
 - competitive advantage of nations
 - global responsibility
 - citizenship

Didactical forms

- Weekly campus based workshop tutorials
- Workshops are tutor facilitated and student led, based on individual research and assessed presentation
- Participatory learning environment, both online and face to face
- Self-reflection and peer feedback
- Blended learning via regular and integrated use of x-stream

Assessment

Formative:

- Posting to discussion forums on 6 semi-structured debate topics, and feedback on peer discussion points
- Online individual presentation

Summative:

- Internal Management report (4000 words) building on presentation and tutorial and online discussions analysing the external environment facing a business

***Rationale for
assessment and
relationship of
assessment
methods to
competencies***

The assessment integrates all elements taught in the module and relates to all learning outcomes.

***Literature
(indicative)***

Brooks, I., Weatherston, J., Wilkinson G., (2008), The International Business Environment, Hemel Hempstead: FT Prentice Hall.

Course leaders

Massimiliano Falcone and Paolo Fedele

Semester 1	Core Curriculum – IULM University	Credits
UNIT 0	Welcome camp	
UNIT 1	Strategic Communication planning and managing	5 ECTS
UNIT 2	Capstone: International Business & Communication planning project	5 ECTS
UNIT 3	Global Business environment	5 ECTS
UNIT 4	Personal development: Intercultural competence and leadership	5 ECTS
UNIT 5	Corporate Communication in international environment	5 ECTS
UNIT 6	Capstone: Corporate Communications project	5 ECTS

Semester X 1 | O 2 | O 3

This unit runs alongside all of the courses, throughout the program. It is described here, but pertains to all three semesters.

Study load 5 ECTS over the full length of the semester
5 x 28 hours = 140 hour (of which appr. 40 hours of teaching hours)

Aims The aim of this unit is to develop, through reflective practice and training, postgraduate students' personal, academic and professional skills to enable them to achieve their potential at University and as lifelong learners. Specific attention will be paid at developing student's intercultural competence.

Learning outcomes

- The student demonstrates a proactive attitude towards personal and team development, and an ability to reflect on personal and professional performance within a intercultural, diverse and dynamic environment, in particular fulfilling prescribed assignments delivered in a portfolio.
- The student has developed a vision about his or her professional career based on the portfolio assignments.
- The student is able to formulate a learning statement and action plan to further professional and personal development (within and after the Master's program).
- The student can reflect on individual behaviour that relates (positively) to effective intercultural adaptation and appropriate intercultural communication, in particular when advising and facilitating/negotiation in an international / intercultural context.
- The student is able to write a job application letter and a resume/cv appropriate for a certain cultural context.

Content This module provides an opportunity for the student to focus on the skills needed to manage their personal and professional development in the areas outlined in Indicative Content.

Examples of specific skills:

- self-directed learning
- intercultural skills and competencies
- interpersonal skills and competencies
- time and stress management skills
- leadership
- consulting, facilitation & negotiation
- employability

Assessment

Assessment based on	passing grade	weight
Reflective portfolio (individual)	Pass	50%
Participation during training sessions (group)	Pass	50%

Description of assessment

Formative

Feedback will be given on the learning statement and action plan, the resume and job application letter.

Summative:

A pass is given for a complete portfolio with evidence of the skills and knowledge developed at the end of the semester 1, including a first version of a reflective learning statement and action plan, 3 blogs and appendices containing a personal audit and intercultural and personal scans.

NB: Students participate in training sessions (missing more than one session results in a fail for the course unit)

Assessment types

Academic & professional product: portfolio

Academic conduct: Participation during training sessions

Rationale for assessment and relationship of assessment methods to learning outcomes

The assessment is designed to develop the individual through self-evaluation; reflective practice, skills training and action planning.

The personal audit will enable students first to undertake a self-evaluation of strengths and weaknesses relating to their levels of knowledge and skills; and second to formulate learning goals to tackle knowledge and skills that they identify as areas for improvement in support of their program of study.

A reflective statement will enable students to reflect on their performance in their study program (using appropriate evidence), and devise an action plan that will identify their objectives for personal and professional development. This action plan will form the basis for career planning. Keeping a learning log/ blog will also contribute to the development of self-reflective practice. The training sessions are intended to further develop skills such as intercultural teamwork, consultancy and job employability. Group sessions will serve to inform each other on vision, and goals and receive feedback from the tutor.

Didactical forms

This module will run alongside the other taught modules to provide a generally supportive framework for student's learning experience throughout their post-graduate study.

- independent work (self-reflection in learning log/blog, portfolio and action plan)
- plenary sessions (workshops and report sessions)
- small group tutorials (groups of 2 or 3)

In semester 1, student will be introduced to the module and placed into action learning groups. Emphasis will be placed on their participation in intensive learning "blocks" (small group sessions and workshops) facilitated by the tutor. These intensive blocks will focus students on topics such as the different approaches to learning, reflective practice, continuing professional development and the learning portfolio. Progress will be made during this period towards a personal audit and learning statement. The personal audit will enable the student to identify areas for skills, knowledge and attitude development with a special emphasis on intercultural competence and communication. Students will keep a (b)log on their intercultural adaptation and other learning experiences.

Literature (indicative)

Strongly recommended

Cottrell, S. (2015), Skills for Success – The Personal Development and Employability., Basingstoke: Palgrave Macmillan

ISBN 9780230250185 (also available as e-book)

Additional reading

Covey, S. (1999) The Seven Habits of Highly Effective People, London: Simon & Schuster.

Bolton, G. (2005) Reflective Practice: Writing and professional development, 2nd ed., London: Sage

Buzan T. with Abbott, S. (2005) The Ultimate Book of Mind Maps: Unlock your creativity, boost your memory, change your life, London: Thorsons

Course leaders

Massimiliano Falcone and Paolo Fedele

Semester 1	Core Curriculum – IULM University	Credits
UNIT 0	<i>Welcome camp</i>	
UNIT 1	<i>Strategic Communication planning and managing</i>	5 ECTS
UNIT 2	<i>Capstone: International Business & Communication planning project</i>	5 ECTS
UNIT 3	<i>Global Business environment</i>	5 ECTS
UNIT 4	<i>Personal development: Intercultural competence and leadership</i>	5 ECTS
UNIT 5	Corporate communication in international environment	5 ECTS
UNIT 6	Capstone: Corporate communication project	5 ECTS

Semester X 1 | 0 2 | 0 3

Study load 5 ECTS over the full length of the semester
5 x 28 hours = 140 hour

Aim The aim of this unit is to develop the student's

- understanding of role and responsibility of the communication professional in the organization working within a global environment
- outsiders view of the organization, from a societal concept on organizations, focusing on the organization's inclusiveness.

Learning outcomes The student will be able to

- Define, frame, think critically about and analyse corporate communication issues
- Communicate effectively to diverse audiences (written and oral)
- Critically reflect on and recommend courses of action for international corporate communication issues

Indicative content The following topics will be discussed, both theoretically and through case studies during the lectures and seminars: stakeholder management and communication, corporate identity, Corporate Image and Corporate Reputation, social media, corporate citizenship, media relations, internal communications, leadership and change communication.

Group assignment (weighting 30%)

Students, working in groups, will develop a communication plan supporting the positioning of a corporate brand in a foreign market. This assignment provides the opportunity to demonstrate analytical, conceptual and practical skills in assessing and dealing with complex organisational issues in communications, and also the ability to provide practical recommendations and solutions to organisational issues.

The output expected from each group will include a report (maximum length 2,000 words) and a PowerPoint presentation; the deadline for delivery to lecturers is set in January, the class presentation and discussion will follow in the weeks after.

Assessment will be based on the mark awarded by lecturers (70%), peer assessment (20%) and self-evaluation (10%). Marking criteria by lecturers in turn will be based on the following elements:

Analysis (20%) – your explanation of the case using relevant analytical theoretical frameworks and tools learnt in the course;
Evaluation (20%) – your judgement and critique of the available options according to the theories, the principles and the processes learned in the course;
Proposed plan (50%) – this is your suggested action plan according to the strengths and weaknesses identified within the Evaluation section of the report. Coherence with the content of the previous sections, as well as its strategic vision and innovativeness will be evaluated;
Formal presentation (10%) – including both the professional editing of the report and the PowerPoint presentation and the effective presentation to the class and the lecturers

Individual written tests (weighting 70%):

Students will deliver one intermediate individual assignments and one final test.

Marking criteria: 30/30

FEEDBACK ON LEARNING AND ASSESSMENT

Feedback on this course will be given in a variety of ways:

Informal feedback will be given following class activities.

Formal feedback will be given through:

the individual intermediate test;

the group assignment

the individual final test.

Assessment type(s)

Academic products: Case analysis

Professional products: Corporate memo's & case analysis, case studies and presentation

Professional conduct: team work, including peer assessment, presentation

Please refer to Blackboard for details

Didactical form

Seminars/lectures

Rationale for assessment and relationship of assessment methods to competencies

This unit focuses on the developing the student's understanding of (the application) of theory and his critical reflection of corporate reputation building. Corporate memo's and a corporate case analysis will be part of assessing the individual student's knowledge, understanding and insight from both an academic and professional perspective.

Peer assessment helps to develop a critical perspective on teamwork.

Literature (required)

Cornelissen, J. (2014). Corporate Communication. A Guide to Theory and Practice (4th edition). London, UK: Sage Publications Ltd.

Christensen L., Morsing M., Cheney G., (2010). *Corporate Communications- Convention complexity and critique*, London, UK: Sage Publications Ltd.

Argenti. P. (2007) *Corporate Communication..* McGraw Hill Irwin 4/e

Tench, R. and Yeomans, L. (eds.) (2009), *Exploring Public Relations*, Harlow: FT Prentice Hall

Course leader

Alessandra Mazzei