



Sungkyunkwan University (SKKU) International Summer Semester (ISS) 2017
"New Experience, New Engagement"

Corporate Communication

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SHORT COURSE DESCRIPTION

This course is about how brands interact with customers, their strategies, how they retain their customers and employees, how they 'build' their image and identity, why? their hiccups, their [sustainability] tactics, how they deal with crises, the crucial importance of social media, etc.

If you work in a [branding team] or in a [marketing team] or if you plan to, this programme is for you. If you are seasoned, it will be an excellent refresher and if you are new to this, you'll find this programme to be a great introduction to the world of branding. If you are interested in discovering what brands are and how their function, this programme is also for you, because your company is also a [brand] and you are an employee working for a brand. And by the way, [NGOs], [People (movie stars, singers, etc.)], [Places (countries, cities, etc.)] are brands too!

The course materials are based upon authentic examples of companies, from all continents, and from a diverse range of industries, currently involved in various aspects of modern business. Specific areas of communication to be covered include interpersonal communication, intercultural communication, conflict management and negotiation, written communication, and oral communication.

The course also explores concepts such as corporate voice, communication strategies and tactics, advertising, corporate identity construction, mission and branding and considers the way in which communication is vital to both the day-to-day operations of the corporation and the corporation's ability to achieve its overall mission. We will survey – and challenge – a broad range of good practices as we consider case studies compiled from organizations of all types and size.

This course **WILL NOT** cover topics such as: 'how to write a memo', 'corporate emails to a client', 'how to answer a telephone call', etc.

READING MATERIALS

Nil

COURSE REQUIREMENTS AND GRADING

This course is conducted on a highly participative (and high accountability) basis. The sessions will consist of class discussions, presentations, team/individual mini exercises: **Participants will work in teams of four or five, with the intent to create interdisciplinary/ multicultural groups. The purpose is to give you experience working in a diverse intellectually grounded setting.** Diverse backgrounds and divergent thinking skills, knowledge, and values will promote creativity and avoid [groupthink].

In order to better prepare participants to meet the communication requirements of today's business world, participants will undertake the following:

- Deconstructing/analyzing case studies, acquiring and incorporating relevant vocabulary,
- developing accuracy and logic in writing and presenting

Working in small but productive groups, the participants will devise original solutions to address their assigned issues. **Work will be discussed, done and presented during class time.**

No homework ☺, = more free time to explore Seoul!

Learning and Teaching tools used to achieve better learning outcomes include selected case studies, videos, class discussions, simulations, presentations, as well as engaging lectures and **one major assessment tool (100%): a (team) Final Course Project (peer (40%) & instructor (50%)-assessed)**. **The quality and quantity of your discussion participation throughout the course is worth 10% of your course grade**

A Grading Rubric will be provided.

At the end of the project, each team member will explain (in details & in writing) and self-assess his/her contribution to the team project.

Class participation: All participants are expected to attend classes and contribute to class discussions throughout the course.

Share with the class your ideas, viewpoints, and experiences. Ask and answer questions.

The quality and quantity of your discussion participation throughout the course is worth 10% of your course grade.

Attendance: Attendance and participation are vital if you are to do well in this course and enhance your effective business communication skills. **Students who miss THREE classes without legitimate documentations will receive a warning letter from the faculty.**

Not meeting attendance requirement may result in a failure for this course.

Academic Integrity: plagiarism in assigned work will result in a score of zero in that assignment, and a potential failure of the entire course. Academic dishonesty includes, but is not limited to: copying others' answers/ideas; quoting scholarly materials without acknowledgement; and turning in work completed by another person but represented to be your own.

COURSE SCHEDULE

– WEEK I –

Monday (27 June)

Introduction to the course: content and assessment
Brands? What are they? I

Tuesday (28 June)

Brands? What are they? II

Wednesday 29 June)

The Marketing Strategy Process I

Thursday (30 June)

The Marketing Strategy Process II
Introduction to the (team) Final Course Project

Friday (1 July)

Corporate image and strategy
+ In class: (team) Final Course Project

– WEEK II –

Monday (4 July)

Aligning brand image and identity

+ In class: (team) Final Course Project

Tuesday (5 July)

Internal Communication

+ In class: (team) Final Course Project

Wednesday (6 July)

Cities as [brand]

+ In class: (team) Final Course Project

Thursday (7 July)

ROI for online Corporate Communication

+ In class: (team) Final Course Project

Friday (8 July)

Intercultural communication

+ In class: (team) Final Course Project

– WEEK III –

Monday (11 July)

Crisis Communication: rebuilding a damaged brand

+ In class: (team) Final Course Project

Tuesday (12 July)

[Team] Presentations – Peer assessment & Constructive Feedback

Wednesday (13 July)

[Team] Presentations – Peer assessment & Constructive Feedback

Thursday (14 July)

[Team] Presentations – Peer assessment & Constructive Feedback

Friday (15 July)

[Team] Presentations – Peer assessment & Constructive Feedback

Wrap-up