

Title of the Course		CORPORATE COMMUNICATION	
Amount in credit points/ECTS)	2/3	Volume (in hours)	80
Prior knowledge	Social sciences		
Science Sector	Social sciences		
Science Subsector	Communication sciences		
Summary of academic hours		Amount (academic hours)	
Distance learning		40	
Contact hours / video lessons		8	
Exercises, self – assessment questions and tests		12	
Individual work/ discussions in distance		16	
Exams/tests		4	
1 st level professional study programme	Marketing and Trade		
Author(s) of the course	Mg.soc.sc. Diana Bogdanova		
Lecturer(s) of the course	Mg.soc.sc. Diana Bogdanova		
Goal of the course:	To develop and use communication skills effectively for reaching the organisations and/or individual goals.		
Requirements for obtaining credit points (structure of course evaluation):	<u>The final evaluation is calculated:</u> Moodle discussion/tasks – 50% (students apply the principles provided in the video lectures and hand-outs); Exam – 50% (including closed and open types of questions about the course topics). <i>For obtaining final evaluation, both activities should hold successful evaluation – not below 4 points.</i> <i>Final evaluation is the average grade in 10-point system, in proportion of percentage distributed amongst both activities</i>		
Study Results			
1. Knowledge: 1.1. A student names the principles of communication planning, execution and result measurement; 1.2. A student reports on text preparation principles for reaching communication goals; 1.3. A student names the communication formation principles in social media; 1.4. A student lists the basic principles of crises communication. 2. Skills: 2.1. A student applies the theoretical principles for developing communication strategy; 2.2. A student defines communication goals, message, target audience and channels. 2.3. A student plans communication and measures its results; 2.4. A student writes press releases, carries out communication campaigns in social media (Facebook). 2.5. A student identifies crises situations, applies the principles of crises communication. 3. Competences: 3.1. A student plans, carries out and analysis the activities for reaching communication goals.			
Content of the Course			

No.	Subjects	Contact hours, video, audio lessons	Distance learning	Exercises, self- assessment questions and tests	Individual task – remote discussion. Description of the individual task is available in the E- studies	Exam
1.	Communication strategy – corporate communication precondition. <i>The role of communication, strategic approach to communication, communication goals, tasks, audiences and channels.</i>	8	5	3	2	4
2.	Communication planning. <i>The role of communication plans and development.</i>		5		2	
3.	Messages and channels. <i>The development of the message, the choice of communication channels.</i>		5		2	
4.	Texts: press releases. <i>Press releases as a way to provide a message. 30 steps to effective press release development.</i>		5	6	2	
5.	Social media: Facebook. <i>Social media as a way to provide a message. 30 steps to effective communication in Facebook.</i>		5		2	
6.	Measurement of results. <i>Measuring the communication results. Budget.</i>		5	3	2	
7.	Organisation's culture and communication. <i>The culture at organisations and connection to communication practises.</i>		5		2	
8.	Crises management. <i>Risk assessment and action planning. Communication during crises.</i>		5		2	
TOTAL:		8	40	12	16	4
80						

Mastering the course and successfully passing examination, student is capable of (*knowledge, skills and competencies*)

Study Results:	Evaluation Criteria		
	(40-69%)	(70-89%)	(90-100%)
Knowledge	Partially names the principles of effective communication formation and development for reaching the organisations and/or individual goals. Reflects on the course material concisely.	Fully names the principles of effective communication formation and development for reaching the organisations and/or individual goals. Reflects on the course material fully	Confidently and widely discusses the principles of effective communication formation and development for reaching the organisations and/or individual goals. Reflects on the course material both fully and in a complex manner, demonstrating additional knowledge on the course material
Skills	Uses some topics of the course material in practice. Makes some of communication activities, not using the criteria and techniques of the course materials	Uses most topics of the course material in practice in a complex manner. Makes communication activities using the course materials	Uses the course material in practice in a complex manner by enriching with independently developed skills, Makes communication activities using the course materials and additionally supports them with the individually found content on the organisation's and personal communication
Competences	Individually uses some of the course topics	Applies in practice most of the course topics in a complex manner. Within work is able to individually plan and analyse the activities.	Applies in practice and expands a discussion on most of the course topics individually and in groups. Plan, executes and analyses the activities using the course material in a complex
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 	STUDY COURSE DESCRIPTION	APPROVED by College of Business Administration at 18.01.2021. meeting of Council of Studies Protocol No VAD 4-03/18.01.2021
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		Presents own ideas and reflects on the process and results.	manner by expanding with the additional supporting information. Confidently presents ideas, reflects on the processes and results.
Acknowledgement of the obtained study results			
Study Results Evaluation Method	1.	2.	3.
Moodle discussions/tasks	X	X	X
Exam	X	X	X

Core Literature	
1.	Argenti P.A. (2016). <i>Corporate communication</i> . New York: McGraw-Hill.
Additional Literature and Thematic Articles	
1.	Alvesson, M. (2002). <i>Understanding organizational culture</i> . London: SAGE Publications.
2.	Argenti, P. A., Howell, R. A., Beck, K. A. (2005). MIT Sloan Management Review: <i>The Strategic Communication Imperative</i> . Raksts Internetā: sloanreview.mit.edu/article/the-strategic-communication-imperative
3.	Atkin, Ch., Salmon. T. Ch. (2010). <i>Communication Campaigns. The Handbook of Communication Science</i> . 2nd edition. Sage Publications, Inc.
4.	Baker, J. M. (2007). <i>Marketing Strategy and Management</i> . Palgrave McMillan Business.
5.	Berger, Ch. R. (2010). <i>Message Production Process. The Handbook of Communication Science</i> . 2nd edition. Sage Publications, Inc.
6.	Cheney, G. (2007). <i>Organizational communication comes out</i> . Management communication quarterly. Vol. 21, (Aug. 2007).
7.	Downs, C.W., Adrian, A.D. (2004). <i>Assessing organizational communication: strategic communication audits</i> . New York: The Guilford Press.
8.	Ferguson, S. D. (1999). <i>Communication planning: An integrated approach</i> . SAGE Publications, Inc.
9.	Fombrun. C.J., van Riel, C.B.M. (2007). <i>Essentials of corporate communications: implementing practices for effective reputation management</i> . New York: Routledge.
10.	Hargie, O., Tourish, D. (2004/2002/2000). <i>Handbook of communication audits for organizations</i> . New York: Routledge.
11.	Hofstede, G., Hofstede, G.J., Minkov, M. (2010). <i>Cultures and organizations: software of the mind</i> . New York: McGraw-Hill.
12.	Kazaka, O. (2019). <i>Pirmā PR grāmata</i> . Trendsetter Publishing.
13.	Keyton, J. (2005). <i>Communication & organizational culture</i> . California: Sage Publications.
14.	Kotler, P. (1991). <i>Marketing Management: Analysis, Planning, Implementation and Control</i> . Englewood Cliffs, NJ: Prentice-Hall.

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15.	Kotler, P., Armstrong, G. (2018). <i>Principles of Marketing</i> . Pearson.
16.	Mayer, P. J. (2006). <i>Attitude Is Everything!</i> The Leading Edge Publishing Co.
17.	Seiler, J. W., Beall, M. L. (2011). <i>Communication. Making Connections</i> . Allyn&Bacom.
18.	Slater, F. S., Olson, M. E. (2001). <i>Marketing's Contribution to the Implementation of Business Strategy: An Empirical Analysis</i> . Strategic Management Journal, Vol. 22, No. 11 (Nov. 2001).

Recommended Periodicals and Other Resources

1.	Interneta resursi par komunikācijas jomu: businessstopia.net , communicationtheory.org , comms2point0.co.uk , spinsucks.com/spin-sucks-podcast , digitalengagement.info u.c.
2.	Publikācijas par korporatīvo komunikāciju un attiecināmajiem tematiem Latvijas nacionālajos medijos un ārvalstu medijos: <i>Dienas Bizness</i> , <i>The Economist</i> , <i>Financial Times</i> u.c.
3.	Statistika un citi resursi: communicationmonitor.eu , kantar.lv , gemius.lv , Eurobarometer, enciklopedija.lv u.c.