



COURSE SYLLABUS

2019/2020 Academic Year

GENERAL COURSE INFORMATION

1.1. Course Name	Corporate Communication								
1.2. Study Programme	Communication Management undergraduate professional study programme								
1.3. Course Short Name	KKOM	1.7. Year of Study	Second						
1.4. Course Code	CM19120	1.8. Semester	Fourth / Summer						
1.5. Course Status	Obligatory	1.9. ECTS	6						
1.6. Course Structure	<table border="1"> <thead> <tr> <th>Course Structure</th> <th>Hours</th> </tr> </thead> <tbody> <tr> <td>Lectures</td> <td>30</td> </tr> <tr> <td>Excercises</td> <td>10</td> </tr> </tbody> </table>	Course Structure	Hours	Lectures	30	Excercises	10	1.10. Class Venue and Schedule	Bernays- According to published schedule
Course Structure	Hours								
Lectures	30								
Excercises	10								

2. TEACHING STAFF

2.1. Lecturer in Charge	Zdeslav Milas	2.6. Course Associates	Elena Wolsperger Dolezil
2.2. Academic Rank	MSc	2.7. Academic Rank	MA
2.3. Teaching Rank	Senior Lecturer	2.8. Teaching Rank	Assistant
2.4. Contact e-mail	zdeslav.milas@bernays.hr	2.9. Contact e-mail	elena.wolsperger- dolezil@bernays.hr
2.5. Consultations	According to published schedule	2.10. Consultations	According to published schedule

3. COURSE DESCRIPTION

3.1. Course Objectives	The aim of the <i>Corporate Communications</i> course is to build student understanding of the basic goals and forms of corporate communication in medium and large enterprises, to familiarise them with the specific features of corporate media relations, the aspects of market communication, internal communication in large companies, government relations and investor relations. Attention is also paid to strategic communication with all relevant corporate stakeholders and legal and intercultural aspects of corporate communication. Finally, students will be able to compile a simple communication plan for a specific campaign.
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3.2. Enrolment Criteria	There are no specific requirements for enrolment in this course.							
3.3. Learning Outcomes	<p>LO1: Compare different corporate communication models</p> <p>LO2: Identify goals and instruments of public affairs and investor relations.</p> <p>LO3: Identify goals and instruments of PR products, internal communications, crisis communication and socially responsible business and describe various organizational forms of corporate communications</p> <p>LO4: Describe and present the corporate communication model of a multinational company as a case study</p>							
3.4. Course Content	<ol style="list-style-type: none"> 1. Introduction to the course, obligations and schedule of seminar presentations 2. Objectives and areas of corporate communications activities. BMW corporate communications case study 3. Theory of corporate communications. Corporate communications as an extended management function. Business environment and relations with stakeholders. 4. Investor relations and communication of business results 5. Legal obligations of publishing and information in corporate communications, Croatian Capital Market Act 6. Corporate Communications Organization, Public Relations in Marketing - Product PR 7. Public affairs and lobbying 8. Masterclass 9. Crisis communication in large companies 10. Corporate communications in the banking sector 11. Internal communication 12. First Preliminary Exam 13. Corporate social responsibility 14. Exercise 1: student presentations 15. Exercise 2: student presentations 16. Exercise 3: student presentations 17. Exercise 4: student presentations 							
3.5. Types of Class Activities	X Lectures	X Exercises		Field Trips		Multimedia and Network	Mentored Paper	
	Seminars and Workshops	Distance Learning	X	Independent Assignments		Laboratory	Misc.	
3.6. Course Language	Croatian Language							
3.7. Student Obligations	Regular attendance and participation in lecture discussions. Participation in Exercises. Passing exams based on obligatory literature.							
3.8. Monitoring Student	1 , 3	Class Attendance	Written Exam	1 , 5	Seminar Paper	3 , 2	Preliminary Exam(s) Project	



Work and ECTS

Activities in Class

Oral Exam

Research

Essay

Misc.

3.9. Grading Students during Class and Final Exam

Grade Type	Points
1. Attending class and class participation	5
2. Activity	5
3. 1 st Preliminary exam	40
4. 2 nd Preliminary exam	30
5. Exercises	20
Total Points	100

3.10. Obligatory Literature

- Milas, Zdeslav (2011). *Uvod u korporativnu komunikaciju – teorijski aspekti i organizacijski modeli*. Zagreb: Noveli Millenium
- Pirić, V.; Milas, Z. (2013). „Korporativna komunikacija kao proširena funkcija menadžmenta“ in: Grmuša, T: *Hrvatske perspektive u Europskoj uniji*. Zagreb: Visoka poslovna škola Zagreb
- Tench, Ralph and Yeomans, Liz (ed.), (2009). *Otkrivanje odnosa s javnošću* (selected chapters: Kevin Moloney: „Pitanja od javnog značaja“, Ryan Bowd: „Financijski odnosi s javnošću, Emma Wood: „Korporativna komunikacija“, Liz Yeomans: „Interna komunikacija“, Ralph Tench: *Zajednica i društvo – društveno odgovorno poslovanje (DOP)*. Zagreb: HUOJ

3.11. Supplementary Literature

- Argenti, P. (2009). *Strategic Corporate Communication*, Columbus. New York: McGrawHill
- Broom, Glen. M. (2010). Cutlip & Center's *Učinkoviti odnosi s javnošću*. (poglavlje 15. Odnosi s javnošću poduzeća i gospodarskih grana). Zagreb: Mate
- Cornelissen, Joep (2008). *Corporate Communication. A guide to theory and practice*. London: SAGE Publications
- Milas, Z; Borić, S.; Žigić, I. (2014). „The Role of Corporate Communications in the Corporate Governance Process – Example of Insurance Industry in Croatia“ in: Tipurić, D.; Mešin, M. (ed.): 2nd International OFEL Conference on Governance, Management and Entrepreneurship. Zagreb: CIRU.
- Tkalac Verčić, A. (2016). *Odnosi s javnošću* (odabrana poglavlja). Zagreb: Hrvatska udruga za odnose s javnošću.
- Tomić, Z. (2016). *Odnosi s javnošću – teorija i praksa*, 2. dopunjeno izdanje (odabrana poglavlja). Zagreb-Sarajevo: Synopsis
- Van Riel, C., Fombrun, C. (2009). *Essentials of Corporate Communication*. London and New York: Routledge

3.12. Quality Monitoring Methods

Observations and evaluation of teaching; student questionnaires