

<b>Identification</b>  <b>Course 3</b>	Course : <b>Communication and PR</b> Course Coordinator : Phil EYRE Professor(s) : Alison Ceccarello Semester 1 21 hours
<b>Objectives</b>	The challenges of external communication for the modern corporation. The importance of a professional approach to managing relations with the media, and the impact these relations have on the corporate image. Public Relations and the management of corporate events in the public eye.
<b>Prerequisites</b>	No specific prerequisite
<b>Syllabus :</b>	<ul style="list-style-type: none"> <li>• <b>SESSION 1 - An introduction to Communications and Public Relations</b>  What makes a good communicator? How do we communicate?  Why a PR strategy? Companies, customers, the press and the public.  Corporate identity and corporate image.</li>   <li>• <b>SESSION 2 - Global Image</b>  Communicating internationally.  Logos, brands and slogans; their role in corporate communication strategies brand management: brand image and the public; challenges to corporate communication.  <i>Case study – designing a logo</i></li>   <li>• <b>SESSION 3 - Advertising</b>  Indirect vs direct advertising; promoting a product.  Analysing advertising –successful adverts; aims, market and target audience.  <i>Case study - Preparing an advertising campaign</i></li>   <li>• <b>SESSION 4 - The media and the message</b>  Understanding the press. Press relations (press conferences, press reviews, ...) Getting your message across: writing skills – press releases, briefs and speeches. When things go wrong: crisis management and the role of PR.<i>Case studies – The Tylemol crisis, Levi’s, Nike, Merck.</i></li>   <li>• <b>SESSION 5 - Event management</b>  Promoting a service, product or policy.  Promotional tools: publications, visual aids and other communication tools.  Organising and staging an event.  <i>Case study - A product launch.</i></li>   <li>• <b>SESSION 6 - Sponsorship and its role in PR strategies</b> Choice of sponsor and corporate image.<i>Case study – increasing awareness of a company product</i></li> </ul>
<b>Validation</b>	Continuous assessment around a communication project
<b>Bibliography &amp; Webography</b>	<u><b>Reputation Management: The Key To Successful Corporate And Organizational Communication</b></u> by J.Doorley et al.