



ALAGAPPA UNIVERSITY



(A State University Established by the Government of Tamil Nadu in 1985,
Accredited with A+ Grade by NAAC (CGPA 3.64) in the Third Cycle, Granted as Category-I
University and Granted Autonomy by MHRD-UGC, MHRD-NIRF 2020 Rank : 36, QS 2020 India Rank : 24)

KARAIKUDI - 630 003, Tamil Nadu, India

DEPARTMENT OF CORPORATE SECRETARYSHIP

Value Added Course

CORPORATE COMMUNICATION

Course Code : **CSVAC-4**

Duration : **30 Hours**

Session : **January - February 2022**

Course Coordinator
Dr. U. ARUMUGAM



LEARNING OUTCOMES :

- *Identify and evaluate the role of corporate communication in corporate*
- *Draft a press release to communicate through and to media*
- *Planning & execution of corporate advertisement*

Objectives	<p>Objectives</p> <ul style="list-style-type: none"> • To understand the importance of effective corporate communication in achieving organizational goals. • To develop skills in written and oral communication within a corporate context. • To learn crisis communication strategies and develop skills to handle communication challenges during crises. • To develop critical thinking and problem-solving skills in corporate communication scenarios.
Unit-I	<p>Introduction to Corporate Communication: Definition -importance of corporate communication-Historical overview -evolution of corporate communication-Role and responsibilities of corporate communication professionals-Ethical considerations in corporate communication</p>
Unit -II	<p>Internal Communication and Employee Engagement: Importance of internal communication in organizations-Communication channels and tools for internal communication-Effective employee communication strategies-Employee engagement and its impact on organizational success</p>
Unit-III	<p>External Communication and Stakeholder Management: Identifying - analyzing stakeholders in a corporate environment-Building and maintaining relationships with external stakeholders-Effective communication with customers, investors, media, and other external parties-Public relations and corporate social responsibility</p>
Unit-IV	<p>Crisis Communication: Understanding the nature of crises - their impact on organizations-Developing a crisis communication plan-Managing communication during crises and emergencies-Handling media relations - public perception during crises</p>
Unit -V	<p>Communication Skills Development: Effective business writing techniques-Presentation skills and public speaking-Interpersonal communication and networking skills-non-verbal communication and body language</p>
<p>Reference and Textbook</p> <ul style="list-style-type: none"> • Corporate Communication: A Guide to Theory and Practice" by Joep Cornelissen • "The Handbook of Corporate Communication and Public Relations" edited by Sandra Oliver • "Effective Business Communication" by Herta A. Murphy, Herbert W. Hildebrandt, Jane P. Thomas • "Corporate Communication: Strategic Adaptation for Global Practice" by Michael B. Goodman • "The Corporate Communications Bible: Everything You Need to Know to Communicate Effectively in Today's Business World" by Paul A. Argenti 	