Certified Courses

Professional Certificate

Certificate in Corporate Communications

Why Attend

- Nowadays, we are experiencing many high-profile scandals in the corporate world. Such scandals create a tough environment for organizations to conduct business, maintain effective communication and safeguard a positive image and reputation. Corporate Communication is based on the belief that sustainable communication is essential for the health of organizations. In this course we introduce and discuss the theories, tools and perspectives of corporate and organizational communication to be used to enhance participants' development as communication professionals with the practical insight to deal with complex communication issues in modern organizations within a company as well as externally.

Course Methodology

- This course relies on the use of individual and group exercises aimed at helping participants learn all key characteristics of corporate communication. The course also features the use of a number of case studies and presentations by participants, followed by discussions.

Course Objectives

- By the end of the course, participants will be able to:
- Define corporate communication
- Apply different techniques and tools to implement an effective corporate communication program
- Plan and execute corporate communication programs and campaigns internally and externally
- Identify and utilize specialist areas in corporate communication
- Employ corporate communication in new organizational developments
- Adapt to various avenues of communication within the organization

Target Audience

- Personnel who are seeking an in-depth knowledge of corporate communication as well as managers, supervisors and officers experienced in public relations. Other key personnel whose work is based on relations and interaction within the organization or in the external public sphere, particularly in the areas of media, CSR and branding will also benefit from this course.

Target Competencies

- Planning, organizing and leading
- Written communication
- Public speaking and media handling
- Building rapport
- Controlling and evaluating

Foundations of corporate communication

- Definition of corporate communication
- Define and explore the concept and history of corporate communication
- Differentiation between vision, mission and objectives
- Corporate communication in a changing environment
- The new media landscape: challenges and opportunities
- Stakeholder management and communication
- Stakeholder engagement
- Definitions of corporate Identity
- Branding
- Reputation
- Importance of corporate identity and reputation
- Aligning identity, image and reputation

Developing your corporate communication strategy

- Corporate communication strategy and strategic planning
- Global aspects of corporate communication
- High and low-context culture
- Cross-cultural aspects of audiences
- Planning and executing communication programs and campaigns
- Research, measurement and evaluation
- Measuring corporate reputation
- Theories on measuring the effects of communication

Specialist areas in corporate communication

- Media relations
- Journalism and news outlets
- Detect what constitutes news
- The various effects of news coverage on corporate communication
- Employee communication and organizational identification
- New media, new communication
- Benefits and challenges using social media
- Issues management
- Communication in times of crisis

New developments in corporate communication

- Leadership and change communication
- Effective leadership communication
- Corporate social responsibility (CSR) and community relations
- The case for CSR
- Communicating about CSR
- The 8 areas of focus for CSR
- CSR and PR

The communication of organizations

- Corporate communication
- Marketing communication
- Internal communication
- Organizing communication

Certified Courses

Professional Certificate