



## Graduate Course Syllabus

### **MKT 690: Corporate Communications**

Center: Online

#### **Course Prerequisites**

None

#### **Course Description**

This course provides students with an understanding of contemporary issues facing corporations, including consumerism, environmentalism and globalism, and the role of public relations in helping an organization thrive in its environment. The four-part public relations process of research and fact-finding, planning and programming, implementing and communicating and evaluating is reviewed.

#### **Course Outcomes**

- Differentiate between types of communication strategies for the most appropriate approach in achieving the target goal
- Assess internal and external corporate communications for their potential legal, compliance, and brand implications to stakeholders
- Analyze communication strategies in international environments for intercultural repercussions on organizational or brand image
- Evaluate the consistency of communications with management strategies for target markets and brand values
- Compose communications consistent with corporate objectives that meet predetermined situational needs

#### **Required Materials**

Using your learning resources is critical to your success in this course. Please purchase directly through SNHU's online bookstore, [MBS Direct](#), rather than any other vendor. Purchasing directly from the bookstore ensures that you will obtain the correct materials and that the Help Desk, your advisor, and the instructor can provide you with support if you have problems.

*Corporate Communications: A Guide to Theory and Practice*

Cornelissen, Joep

Sage Publications, Inc.

5<sup>th</sup> Edition

2017

ISBN: 978-1-473-95370-3

**Optional Resources:**

*Reputation Management: The Key to Successful Public Relations and Corporate Communication*

Doorley, John

Taylor & Francis

2<sup>nd</sup> Edition

2010

ISBN: 978-1-135-96601-0

You may find this text for free through the Shapiro library. However, only three students can rent the ebook from the library at a time.

**Instructor Availability and Response Time**

Your class interaction with the instructor and your classmates will take place on a regular, ongoing basis. Your instructor will be actively engaged within the course throughout the week. You will normally communicate with your instructor in the weekly discussions or the General Questions discussion topic so that your questions and the instructor's answers benefit the entire class. You should feel free, however, to communicate with your instructor via SNHU email at any time, particularly when you want to discuss something of a personal or sensitive nature. Your instructor will generally provide a response within 24 hours.

**Grade Distribution**

Assignment Category	Number of Graded Items	Point Value per Item	Total Points
Discussions	4	25	100
Peer Reviews	2	25	50
Threaded Discussions	3	50	150
Short Papers	2	75	150
Final Project			
Milestone One	1	50	50
Milestone Two	1	75	75
Milestone Three	1	75	75
Situational Analysis for Communication Solution	1	350	350
		<b>Total Course Points:</b>	1,000

This course may also contain practice activities. The purpose of these non-graded activities is to assist you in mastering the learning outcomes in the graded activity items listed above.

**University Grading System: Graduate**

Grade	Numerical Equivalent	Points
A	93–100	4.00
A-	90–92	3.67

Grade	Numerical Equivalent	Points
B+	87–89	3.33
B	83–86	3.00
B-	80–82	2.67
C+	77–79	2.33
C	73–76	2.00
F	0–72	0.00
I	Incomplete	
IF	Incomplete/Failure *	
W	Withdrawn	

\* Please refer to the [policy page](#) for information on the incomplete grade process.

### Grading Guides

Specific activity directions, grading guides, posting requirements, and additional deadlines can be found in the Assignment Guidelines and Rubrics section of the course.

### Weekly Assignment Schedule

All reading and assignment information can be found within each module of the course. Assignments and discussion posts during the first week of each term are due by 11:59 p.m. Eastern Time. Assignments and discussion posts for the remainder of the term are due by 11:59 p.m. of the student's local time zone.

In addition to the textbook readings that are listed, there may be additional required resources within each module.

Module	Topics and Assignments
1	Introduction to Corporate Communications <i>Corporate Communication: A Guide to Theory and Practice</i> , Chapters 1, 2, and 3 1-1 Review Final Project 1-2 Final Project Milestone One: Company Selection 1-3 Short Paper: Internal and External Communications
2	Stakeholder Management and Communication <i>Corporate Communication: A Guide to Theory and Practice</i> , Chapter 4 2-1 Threaded Discussion: Stakeholder Communication
3	Public Relations and Damage Mitigation <i>Corporate Communication: A Guide to Theory and Practice</i> , Chapter 10 3-1 Threaded Discussion: Crafting Communications 3-2 Final Project Milestone Two: Conditions Communication Strategy
4	Managing Communications <i>Corporate Communication: A Guide to Theory and Practice</i> , Chapter 6 4-1 Threaded Discussion: Potential Implications of Communications 4-2 Final Project Milestone Three: Begin Work

5	Proactive Communication <i>Corporate Communication: A Guide to Theory and Practice</i> , Chapter 7 5-1 Peer Review: Milestone Three Draft 5-2 Final Project Milestone Three: Discrimination Communication Strategy
6	Media Relations <i>Corporate Communication: A Guide to Theory and Practice</i> , Chapter 8 6-1 Discussion: Implications of Media Relations 6-2 Short Paper: How to Generate Good PR
7	Corporate Social Responsibility and Communications <i>Corporate Communication: A Guide to Theory and Practice</i> , Chapter 11 7-1 Discussion: Communicating Corporate Social Responsibility
8	Illustrating Cultural Awareness in Communications 8-1 Discussion: Culturally Sensitive Advertising
9	The Overall Communication Approach <i>Corporate Communication: A Guide to Theory and Practice</i> , Chapters 6 and 12 9-1 Discussion: Consistency of Communications and Brand Values 9-2 Final Project Submission: Situational Analysis for Communication Solution
10	Client Presentation 10-1 Peer Review: Executive Summary Presentations

### **Attendance Policy**

Online students are required to submit a graded assignment/discussion during the first week of class. If a student does not submit a posting to the graded assignment/discussion during the first week of class, the student is automatically withdrawn from the course for non-participation. Review the [full attendance policy](#).

### **Late Assignments Policy**

Meeting assigned due dates is critical for demonstrating progress and ensuring appropriate time for instructor feedback on assignments. Students are expected to submit their assignments on or before the due date. Review the [full late assignment policy](#).

### **SNHU College of Online and Continuing Education Student Handbook**

Review the [student handbook](#).

### **ADA/504 Compliance Statement**

Southern New Hampshire University is dedicated to providing equal access to individuals with disabilities, including intellectual disabilities, in accordance with Section 504 of the Rehabilitation Act of 1973, Title III of the Americans with Disabilities Act (ADA) of 1990, and the ADA Amendments Act of 2008. The university prohibits unlawful discrimination on the basis of disability and takes action to prevent such discrimination by providing reasonable accommodations to eligible individuals with disabilities.

As soon as you become aware of a disability, we encourage you to contact the Online Accessibility Center (OAC) to discuss accommodations for which you may be qualified. Reasonable accommodations are established through an

interactive process between the student and the OAC. Note that accommodations are not retroactive and that disability accommodations are not provided until an accommodation letter has been processed.

**Contact Information:**

Online Accessibility Center

Phone: 866-305-9430

Email: [oac@snhu.edu](mailto:oac@snhu.edu)

For questions concerning support services, documentation guidelines, or general disability issues, visit the [Online Accessibility Center](#) website.

If you feel you have been denied appropriate disability-related accommodations, including appropriate auxiliary aids and services, you may file a grievance as described in the ADA/504 Grievance Policy found on the [Disability Services](#) webpage.

**Academic Honesty Policy**

Southern New Hampshire University requires all students to adhere to high standards of integrity in their academic work. Activities such as plagiarism and cheating are not condoned by the university. Review the [full academic honesty policy](#).

**Copyright Policy**

Southern New Hampshire University abides by the provisions of United States Copyright Act (Title 17 of the United States Code). Any person who infringes the copyright law is liable. Review the [full copyright policy](#).

**SNHU College of Online and Continuing Education Withdrawal Policy**

Review the [full withdrawal policy](#).

**Southern New Hampshire University Policies**

More information about SNHU policies can be found on the [policy page](#).

**Student Work Samples**

For the purpose of continuous improvement of our educational training, Southern New Hampshire University's College of Online and Continuing Education may, on occasion, utilize anonymous student work samples for internal professional development and staff training. If you have any questions or concerns, contact your advisor. If you would like to withdraw permission for use of your work, please email [assessmentcalibration@snhu.edu](mailto:assessmentcalibration@snhu.edu).