

**Unit L/615/2697 Corporate Communications Strategies**

**Level 7 15 Credits**

**Suggestions for some key resources for teaching and learning**

Argenti, P. A., (2009) *Corporate Communication: International Edition* 5th Edition, McGraw-Hill Higher Education

Argenti, P. A., and Barnes, C. M., (2009) *Digital Strategies for Powerful Corporate Communications*, McGraw-Hill Professional

Cornelissen, J., (2008) *Corporate Communication: A Guide to Theory and Practice* 2nd Edition, Sage Publications Ltd.

Dolphin, R., (1998) *Fundamentals of Corporate Communications (CIM Professional Development)*, Butterworth – Heinemann

Van Riel, C. B. M., and Fombrun, C. J., (2007) *Essentials of Corporate Communication: Implementing Practices for Effective Reputation Management*, Routledge

Riel, V., (1995) *Principles of Corporate Communication – Paperback*

Oliver, O.,  [(1997) *Corporate Communication: Principles Techniques and Strategies: Principle Techniques and Strategies*](https://www.amazon.co.uk/Corporate-Communication-Principles-Techniques-Strategies/dp/0749423730/ref=sr_1_12?ie=UTF8&qid=1479468603&sr=8-12&keywords=corporate+communications)