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

**Level 7 15 Credits**

**Related Qualifications**

**ATHE Level 7 Diploma in Management 603/0629/4  
ATHE Level 7 Extended Diploma in Management 603/0630/0**

**Scenario**

You are working for an organisation called Future Enterprises Ltd which has over recent years, grown its market both nationally and internationally. It now wishes to promote the right person from within the company to head up its Corporate Communications Department. In today’s business world, this is a very important role.

You have applied for the post and as part of the selection process the senior management team are keen to hear your ideas on corporate communication strategies for a growing national and international organisation.

This is a great chance for you to demonstrate your knowledge of this important function, which is essential for business success and you wish to showcase your understanding of best practice principles.

This is an exciting opportunity for you to shine, make your mark and demonstrate your suitability for the role of Head of Corporate Communications.

An opportunity not to be missed!

**Note:** Throughout this assignment learners can relate their answers to an organisation that they are familiar with, where they are employed or the centre where they are studying.

**Task 1**

The first part of the selection process requires you to prepare a document for submission to the interview panel in which you:

* explain the purpose of corporate communications
* assess how corporate communications link to corporate objectives
* analyse the relationship between corporate communications and corporate branding
* analyse the reasons why business organisations conduct internal and external corporate communication audits.

To gain a distinction grade you must add to your document a section which:

* reviews the importance of corporate communications to the success of a named organisation,

LO1 AC 1.1, 1.2, 1.3, 1D1

LO2 AC 2.1

**Task 2**

You know that at the interview questions will be asked on corporate communication audits. You need to be fully prepared and decide to

* plan an internal corporate communications audit for a named organisation
* plan an external corporate communications audit for a named organisation,

To gain a merit grade you must also demonstrate that you have:

* conducted an internal corporate communications audit for the named organisation,

To gain a distinction grade you must in addition demonstrate that you have:

* conducted an external corporate communications audit for the named organisation,

LO 2 AC 2.2, 2.3, 2M1, 2D1

**Task 3**

You have been invited to take part in the next stage of the selection process. You have been asked to send a report to the selection panel that:

* explains the strategic objectives of a corporate communications strategy
* assesses the desired impact of a corporate communications strategy on different audiences

To gain a merit grade you must have a further section in the management report which:

* develops appropriate measures to monitor the effects of a planned corporate communication strategy.

To gain a distinction grade you must add another section in the management report which:

* evaluates the effectiveness of current levels of organisational corporate communications for a named organisation.

LO 3 AC 3.1, 3.2, 3M1, 3D1

**Guidelines for assessors**

The assignments submitted by learners must achieve the learning outcomes and meet the standards specified by the assessment criteria for the unit. To achieve a merit or distinction grade, the learners must demonstrate that they have achieved all the criteria set for these grades. Where work for the pass standard is marginal, assessors can take account of any extension work completed by the learners. The suggested evidence listed below is how learners can demonstrate that they have met the required standards. Throughout this assignment learners can relate their answers to an organisation that they are familiar with, employed within or the centre that they are carrying out their studies in.

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| **Task**  **number** | **LOs and AC** | **Suggested evidence  PASS** | **Suggested additional evidence MERIT** | **Suggested additional evidence DISTINCTION** |
| 1. | LO1  AC 1.1, 1.2,  1.3  LO2  AC 2.1  1 D1 | The learner must produce a clear detailed document that explains the purpose of corporate communications from a range of perspectives. The document must also include an assessment leading to judgements on how corporate communications link to corporate objectives. The learner also needs to include a detailed analysis of the relationship and interface between corporate communications and corporate branding exploring carefully the different points. There needs to be an analysis of the reasons why business organisations conduct internal and external corporate communication audits looking at point in detail. |  | The learner’s document must include a detailed review of the importance of corporate communications to the success of a named organisation. Learners may need guidance with the choice of organisation. |
| 2. | LO2. 2.2, 2.3  2M1, 2D1 | The learner must produce a plan for carrying out of an internal AND external corporate communications audit for a named organisation. Learners will need guidance on the organisation(s) chosen, as the plans need to be specific, detailed, realistic and achievable. This is challenging if learners select large organisations. | The learner must conduct and report on, an internal corporate communications audit for a named organisation. The internal communications audit should utilise the plan which has been produced. | The learner must conduct and report on, an external corporate communications audit for a named organisation. The external communications audit should utilise the plan which has been produced. |
| 3 | LO3  AC 3.1, 3.2  3M1,3D1 | The learner must produce a management style report that includes a detailed explanation of the strategic objectives of a corporate communications strategy. The report must also address and report on the desired impact of a corporate communications strategy on different audiences. The assessment should consider the impact from different perspectives. | The learner must include in the management style report the development of appropriate measures needed to monitor the effects of a planned corporate communication strategy. The measures need to realistic and achievable. | The learner must include in the management style report an evaluation of the effectiveness of current levels of organisational corporate communications for a named organisation. The learner will need to know the organisation well either from research or from a personal perspective. The evaluation must consider strengths and weaknesses and lead to personal judgements on the effectiveness of current practice. |