Introducing

CorpCommCollab

A Collaborative Wiki on Educational, Engaging Corporate Communication Issues

Welcome to CorpCommCollab (CCC) - a new and free resource for contemporary global communication issues. As students, professionals and educators, we know you value essential information delivered in a time-efficient manner.

Enhance Your Coursework

CCC is pleased to offer a comprehensive wiki that includes well-researched business cases and podcasts, as well as sample corporate communication documents on topics such as Communication Strategy and Risk Analysis. All of these resources are designed to complement and enrich NJIT Professional and Technical Communication and Management graduate programs. Students in other schools will find that many of our topics have broad academic appeal and relate to many issues impacting corporate communication.

CorpCommCollab Background

CCC was developed and will be maintained by Master of Science in Professional and Technical Communication graduate students and faculty. Begun as a project in the Corporate Communication Seminar, CCC has evolved into a service benefitting the entire university community. Initial funding was generously donated by an NJIT faculty member.

Essential Topics…
Today's Global Challenges

The podcasts and business cases included in CCC explore the most important subjects in corporate communication. Current and future topics will each present a well-researched analysis on a specific issue in the following areas:

♦ Corporate Advertising

♦ Crisis Communication

♦ Investor Relations

♦ Media Relations

♦ Internal Communication

♦ Government Relations

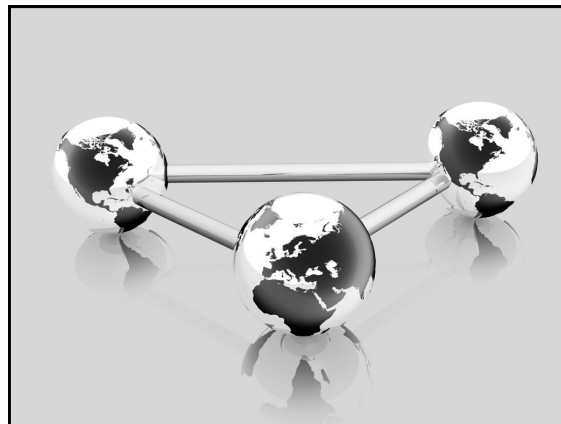♦ Historical/Social Considerations

Sample Topics

Communicating Effectively with Employees

UBS' Crisis of Disclosure

Identity and Image: Making a Statement

Mattel: Global Crisis Communication in Play

Building a Green Corporate Image

21st Century Convenience

The CCC Wiki provides you with:

♦ 24/7 availability

♦ Comprehensive bibliographic references

♦ Easy to use HTML format for business cases

♦ Convenient MP3 format for podcasts, each under 12 minutes in length

Try CorpCommCollab

♦ Browse the selection of business cases, podcasts, and sample documents

♦ Click anytime, anywhere for instant access

♦ Join our mailing list

♦ Download the latest newsletter

♦ Submit your suggestions for future topics

Our Mission Statement

The mission of CorpCommCollab is to provide students and technical communication professionals with an online basic academic framework for corporate communication. In our CorpCommCollab Wiki website we will include podcasts on various cutting edge corporate communication themes and provide case studies analyzed in our seminar. Our collaborative project will be dedicated to addressing the global communication challenges facing corporations in the twenty-first century and to bring forward our own academic interests and insights into the themes.

Visit CCC
http://learningspaces.njit.edu/elliot/
corporate_communication

Panel 1 (Left)

CorpCommCollab:
Your Resource for
Corporate Communication

♦ Perfect for graduate students, faculty and professionals

♦ Explores relevant topics impacting contemporary global communication

♦ Engages key educational topics important to a global economy

♦ Provides research-based case studies and podcasts using premiere contemporary sources

♦ Complements and enhances NJIT graduate curriculums

♦ Offers convenient access through a centralized wiki

Read and Subscribe to the
CCC Communicator

The CCC Communicator is the semi-annual newsletter of the CorpCommCollab project and is available online in the CorpCommCollab Wiki.

For Further Information Contact:

NJIT

Professor Norbert Elliot

New Jersey Institute of Technology
Martin Luther King Jr. Blvd.
University Heights
Newark, NJ 07102

Phone: 973-596-6487
Fax: 973-642-4689
E-mail: Elliot@adm.njit.edu

Panel 2 (Middle / Mailing)

NJIT

CorpCommCollab

New Jersey Institute
of Technology
Martin Luther King Jr.
Blvd.
University Heights
Newark, NJ 07102
Phone: 973-596-6487
Fax: 973-642-4689
E-mail: elliot@admin.njit.edu

To:

Panel 3 (Right / Front Cover)

NJIT
New Jersey's Science & Technology University

CorpCommCollab

CorpCommCollab

A
Collaborative
Wiki
For
Corporate
Communication
Topics

http://learningspaces.njit.edu/elliot/corporate_communication

NEW JERSEY INSTITUTE OF TECHNOLOGY
MS·PTC Master of Science in Professional and Technical Communication