**Corporate Communication Strategies**

To understand the importance of corporate communication and how it links to corporate objectives. To conduct an audit internal and external corporate communications, and to be able to develop an effective corporate communications strategy.

**Indicative Content**

**1. Understand the importance of corporate communication**

Aims of corporate communications

* Provides information to stakeholders, communicates corporate vision and strategy, reinforces public view of the organisation, links to PR strategy

Reinforcing corporate objectives

* Communicates and reinforces strategic objectives, reinforces corporate culture, promotes accountability, prioritises stakeholder communication and influence

Reinforcing corporate branding

* Promotes brand and reinforces stakeholders’ view of company performance and value(s), prevents dilution / erosion of the corporate brand and identity / links to brand management strategy

**2. Be able to conduct an internal corporate communications audit**

Planning

* Selecting appropriate research techniques, identifying formal and informal internal information and communication flows, Identifying information and data management processes, identifying knowledge management processes

Conducting an internal audit

* Informal versus formal, e.g. water-cooler, email, conferencing and meeting; vertical versus horizontal, e.g. management communications, corporate newsletters, departmental, interdepartmental and team meetings; control of information and data, processing data

Evaluating effectiveness

* Benchmarking, questionnaires, focus groups, participant, observation/ethnography, surveys and interviews

**3. Be able to conduct an external corporate communications audit**

Planning

* Selecting appropriate research techniques, identifying external information and communication flows, identifying information channels and barriers, identifying communication risks

Conducting an external audit

* Supplier and customer communications, e.g. networking, conferences, partnerships and JVs; public communications, e.g. marketing and advertising, news items and online e.g. web-pages, forums, social media such as Twitter, Facebook, Tumblr etc., institutional relationships (including professional, government and industry bodies, universities and communities); knowledge development and management e.g. supply chain integration, crowd sourcing, collaboration

Evaluating effectiveness

Surveys and interviews, questionnaires, focus groups, participant observation/ ethnography, processing research

**4. Be able to plan the development of a corporate communication strategy**

Strategic objectives

* Strategy formulation, implementation, measurement and monitoring of strategic aims

Audience analysis

* Stakeholder analysis, international / cultural issues, evaluating communication channels (in respect of stakeholder groups)

Monitoring, review and feedback

* Developing communication and stakeholder engagement plan, surveys, focus groups and interviews, measuring communication outcomes, monitoring online customer interaction, quantitative and qualitative measures, measuring ROI