

## Course: Corporate Communication Consultant

credits: 15

<b>Course code</b>	LCVM21MIC01
<b>Name</b>	Corporate Communication Consultant
<b>Study year</b>	2021-2022
<b>ECTS credits</b>	15
<b>Language</b>	English
<b>Coordinator</b>	R. Fang

<b>Modes of delivery</b>	Assignment Guest lecture Peer feedback Practical / Training Problem-based learning Self-study Tutorial
<b>Assessments</b>	Corporate Communication Consultant - Other assessment

### Learning outcomes

**PLO A1:** Advises on the development of international communication strategy to communicate values, directions and priorities, demonstrates intercultural sensitivity and takes the international context of the organization and the interests of international stakeholders into account.

**PLO B3:** Designs, conducts and critically reviews (online) communication research to underpin communication strategies and tactics, as part of strategic decision making and with relevance to professional practice.

**PLO C5:** Analyses complex communication problems and identifies opportunities to design strategies and core content.

**PLO E9:** Demonstrates continuous learning and improvement independently and with others, by reflecting on professional behavior and professional goals.

### Content

In this 15 ECs block you will demonstrate your competences as corporate communication consultant in an integrative consultancy-based corporate communication project. You are supported by study units in applied research methodology, corporate communication, and intercultural communication:

#### Capstone Project 1

The student takes part in a consultancy-based project that gives practical relevance and advice to the client. He/she applies strategic corporate communication, intercultural knowledge, research and consultancy skills to an international communication challenge. The student is part of an international consulting team and works closely with a client to solve a communication problem in the area of strategic communication. While the primary focus is on teamwork, the research consultancy project also includes individual contributions. The student is responsible for the organization of the consultancy and research done for the organization. Delivery is a professional consultancy product.

#### Applied Research Methodology 1

The student is offered intensive seminars in qualitative research methodology relating to communication-based research. The study unit is supportive in carrying out the capstone project. The student will learn the mastery of the research cycle, critical thinking (logic and reasoning, conceptual thinking), problem solving (planning and data collection), analysis (data analysis) and communication (dissemination, data visualisation).

#### Strategic Corporate Communication

This study unit examines the role of corporate communication in an interconnected and globalized world. It is the desire of organizations to build and maintain corporate brands and reputations through creating strong stakeholder relationships, locally as well as globally. Corporate communication is mostly understood as a function that unifies all communication within an organisation by consistent messaging and symbols and by using various communication channels and media. This basic and very common idea of corporate communication with a strong emphasis on overall messaging which can be managed and controlled, has been challenged by researchers and practitioners (Christensen L., Morsing M., Cheney G., 2010). New and different standards and expectations are emerging regarding the behaviour of companies. The student will critically study these changing realities and what they mean for organizations as strategic communicators, and for their own roles as communication professionals (Cornelissen, J., 2017). The student will also have the opportunity to master corporate communication in practice, by writing cases and applying theory and strategy to corporate communication assignments. Key insights are used and applied in the capstone consultancy-based project.

#### Intercultural Communication 1

The Corporate Communication Consultant needs to display intercultural sensitivity when working in a variety of international settings and interacting with multiple cultural stakeholder groups. The consultant must be able to construe multiple stakeholder perspectives on issues and on corporate values and needs to identify multiple international perceptions of the corporate's branding. In this study unit the student deepens their level of cultural (self-) awareness by using a variety of dimensional models of culture to construe their personal cultural awareness in order to be professionally aware of personal as well as corporate biases. The student's individual level of intercultural sensitivity will be assessed in order to provide students with a starting point for reflection and further personal and professional development. Meanwhile the interrelationship between neuroscience and intercultural competence will be explored to get a better understanding of the process of intercultural learning. Furthermore, the student deepens their level of cultural (self-)awareness by using a variety of dimensional models of culture to construe multiple cultural stakeholder perspectives on issues. Ultimately, the student applies these insights and skills by making a Cultural Stakeholders' Profile as part of the capstone consultancy-based project and presenting an Intercultural Communication Advice on how to navigate international and intercultural differences.

The different elements are assessed as integrative parts of the block master portfolio.

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**Included in programme(s)**  
International Communication

**School(s)**  
School of Communication, Media & IT

