Hanze

Course: Corporate Communication Consultant — credits: 15

Course code	LCVM21MIC01
Name	Corporate Communication Consultant
Study year	2024-2025
ECTS credits	15
Language	English
Coordinator	A.J. Berg

Modes of delivery	Assignment Guest lecture Peer feedback Practical / Training Problem-based learning Self-study Tutorial
Assessments	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 organisation 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 EC module you will demonstrate your competence as a Corporate Communication Consultant. You will advise an organisation on how to maintain or improve its reputation and create communication strategies in globalized contexts. Leaning in this module is guided by an unifying ‘capstone’ project that connects and aligns learning across all topics in the module. The capstone project is supported by study units in applied research methodology, international corporate communication, and intercultural communication:

Capstone Project 1
The student synthesizes specialized knowledge and research skills and applies these to a challenging case study involving a global brand. While the primary focus is on teamwork, the capstone project requires independent and individual work. Deliverables include a professional advice report, a cultural stakeholder profile and an applied research note.

Applied Research Methodology 1
The study unit offers advanced skills in qualitative communication research required of a Corporate Communication Consultant. Students deepen and broaden their research mindset through continuous engagement with professional practice and through combining a range of synthesis-level critical thinking & research skills with real-world corporate communication strategy making. Skills include using and interpreting data creatively, dealing with incomplete datasets, and handling rich data. Qualitive methods that the programme offers, support a problem-solving approach and provide the evidence needed at any stage of the problem-solving research cycle. Students develop critical thinking (logic and reasoning, conceptual thinking), problem solving (planning and data collection), analysis (data analysis) and data communication skills (data visualisation).

Strategic Corporate Communication
This study unit examines communication as a component of organisations operating globally. Corporate communication is understood to unify communication by consistent messaging and by using various communication channels and media. It is the desire of organisations to build and maintain their global reputations through creating strong stakeholder relationships. The unit focuses on how to build these relationships and how to maintain a corporate identity, legitimacy and reputation. The student will critically analyse core concepts against a background of changing global and business realities and what they mean for organisations as strategic communicators, and for corporate communication consultants as trusted advisors. The student will apply theories to real-world cases.

Intercultural Communication 1
Cultural intelligence is key for international collaboration and global business. The Corporate Communication Consultant displays intercultural sensitivity when working in a variety of international

settings. In this study unit the student deepens their level of cultural (self-) awareness by using a variety of cultural models. The student's level of intercultural sensitivity will be assessed and provide a starting point for personal and professional development. The interrelationship between neuroscience and intercultural competence will be explored to get a better understanding of the process of intercultural learning. The student develops a Cultural Stakeholder Profile as part of the capstone project and presents an intercultural communication advice on how to navigate international and intercultural differences.

The different elements are assessed as integrative parts of the module's master portfolio.

Contact person: Antonia Hein
Contact information: a.hein@pl.hanze.nl

Included in programme(s)

International Communication

School(s)

School of Communication, Media & IT

share your talent. move the world.

Although every effort has been taken to ensure the accuracy of the information in the ECTS Course Catalogue, we cannot guarantee that the content and the information contained in it is always up-to-date, complete or true. Accordingly, no rights can be derived from the contents of the catalogue.