Hanze

Course: Corporate Communication Consultant — credits: 15

Course code	LCVM21MIC01
Name	Corporate Communication Consultant
Study year	2026-2027
ECTS credits	15
Language	English
Coordinator	M.H. van Dijk
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: Creates communication strategies that convey organizational values, strategic directions, and priorities, while addressing the interests of diverse stakeholders.
PLO B3: Designs, conducts, and critically reviews (online) communication research to underpin communication strategies and tactics, as part of decision-making and with relevance to professional practice.
PLO C5: Analyses complex communication challenges and identifies strategic opportunities to address them effectively.
PLO E9: Demonstrates continuous, self-directed learning and leadership development across diverse settings.

Content

In this 15 EC Module, students explore the dynamic role of a corporate communication consultant, serving as a strategic partner, providing fresh perspectives to engage diverse stakeholders, and delivering measurable impact in competitive, often global, environments.

Students will:

- Advise companies on the new realities of strategic corporate communication.
- Design strategies that build stakeholder trust across all platforms, internally and externally.
- Use cultural insights to align corporate vision with diverse stakeholder expectations.
- Develop a leadership toolkit that supports continuous professional growth.

The module is supported by applied research methodology, corporate communication theory, intercultural communication, personal leadership, and relevant workshops. Deliverables can include, but are not limited to, a professional advice report, a presentation, a research memo, a case study, and a leadership toolkit. The deliverables are assessed in a portfolio to determine how well the program learning outcomes have been achieved.

Capstone project

In a team-based capstone, students work in international groups to apply advanced knowledge of corporate communication, critical thinking, and problem-solving skills to develop a strategy that enables a brand to communicate authentically, consistently, and effectively worldwide.

Applied Research Methodology

Students improve their research skills by combining critical thinking and corporate communication. They learn to interpret data, manage the research process, solve problems, and communicate effectively.

Strategic Corporate Communication Theory

Students examine modern corporate communication concepts and apply theory to real organizational challenges. They will learn to think strategically about communication and become more confident in dealing with all aspects of corporate communication.

Intercultural Communication

Students analyse and apply intercultural communication theories to improve corporate communication outcomes in diverse contexts. This includes recognising cultural clues, avoiding stereotypes, and adapting tone/language to the context.

Personal Leadership

Students learn how leadership development is essential for personal growth and professional success in culturally diverse environments. Students connect theory with self-awareness and consider their role as future corporate communication consultants.

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Included in programme(s)

International Communication

School(s)

Entrepreneurship, Communication & Marketing

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