

1. Name of the Faculty: Mass Communication											
2. Course Name		Corporate Communication					L	T	P		
3. Course Code		JM308					3	1	0		
4. Type of Course (use tick mark)						Core (√)	DE ()	FC ()			
5. Pre-requisite (If any)		10+2 in any discipline		6. Frequency (use tickmarks)		Even (√)	Odd ()	Either Sem ()	Every Sem ()		
7. Total Number of Lectures, Tutorials, Practicals											
Lectures = 30				Tutorials = 10			Practical = 0				
8. COURSE OBJECTIVES: After studying this course students should be able to describe the principles, need and function of management, structure of media organizations, explain how a media firm works.											
9. COURSE OUTCOMES (CO): After the successful course completion, learners will develop following attributes:											
COURSE OUTCOME (CO)		ATTRIBUTES									
CO1		Students should be able to explain and describe corporate communication									
CO2		Students should be able to describe how an organization communicates and works									
CO3		Students should be able to learn about qualities and responsibilities of a corporate communicator									
CO4		Students should be able to learn about communication skills.									
CO5		Students should be able to write for corporate communication.									
10. Unit wise detailed content											
Unit-1		Number of lectures = 08		Title of the unit: Understanding Corporate Environment				Mapped CO:1, 2			
Contemporary Corporate Environment: an overview, Forms of Corporate Constituencies											
Unit-2		Number of lectures =08		Title of the unit: Brand				Mapped CO:1, 2			
Brand Identity, Brand Image and Brand Reputation, corporate Social Responsibility											
Unit-3		Number of lectures = 08		Title of the unit: Introduction to Corporate Communication				Mapped CO:5, 4			
Corporate Communication: Definition, Concept And Scope, Structure and forms of Corporate Communication: Management, Marketing, Organizational											
Unit-4		Number of lectures = 08		Title of the unit: Corporate Communication in Practice				Mapped CO:2, 1			
Developing a Communication Strategy, . Corporate Advertising: Concept and Functions, Corporate Identity Audit: Concept And Steps											
Unit-5		Number of lectures = 08		Title of the unit: Corporate Communication and Applications				Mapped CO:5,3,4			
Media Relations: Tools and Techniques, Media Monitoring (Gate keeping and output analysis), Internal & External Communication : Concept and Tools, Guidelines and Ethics for Corporate Communication											
11. CO-PO mapping											
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO1	2	1	1	2	1	2	1	2	1	1	2
CO2	3	3	1	2	1	2	1	2	1	2	2
CO3	2	2	1	1	2	1	1	3	1	2	1
CO4	2	3	1	2	1	2	1	2	2	2	2
CO5	3	2	1	3	2	1	2	2	1	1	3
3 Strong contribution, 2 Average contribution, 1 Low contribution											
12. Brief description of self-learning / E-learning component											
1. https://www.youtube.com/watch?v=ZT7I9RMmZss 2. https://www.youtube.com/watch?v=SUBXshtKHVY											
13. Books recommended:											
1. Argenti, P. A. (2009). Strategic Corporate Communication: A Global Approach for doing Business in the New India. New York: McGraw-Hill. 2. Jethwaney, J. (2010). Corporate Communication: Principles and Practice. Oxford: Oxford University Press. 3. Cornelissen, J. (2008). Corporate Communication: A guide to Theory and Practice. Los Angeles: Sage Publications.											