

STUDENT GUIDE

YTTP1150 Viestinnän johtamisen perusteet 5 op / YTTP2150 Introduction to corporate communication 5 ECTS

Welcome to the course!

DESCRIPTION:

This study module introduces key concepts of corporate communication in contemporary organizations (i.e., in corporations, NGOs, trade associations and not-for-profits). Whether you want to become a communication professional or simply understand how organisations communicate in strategic ways, this course will contribute to your future career.

LEARNING OUTCOMES:

After completing this course, the student will be able to:

- explain the important role of corporate communication in contemporary organizations
- identify the basic principles, concepts and functions of corporate communication
- understand the importance of stakeholders, communication strategy and strategic communication planning to organizations
- understand how corporate communication is different to marketing and advertising.

CONTENT:

The course provides an overview of corporate communication involving:

- corporate identity, branding and reputation
- stakeholder communication management
- social issues and crises affecting organizations
- news media relations
- community relations
- corporate social responsibility (CSR)

This course also offers an overview of:

- communication strategy and planning
- employee communication
- corporate change and leadership communication
- digital media communication.

READINGS/LITERATURE:

Each week students are required to read one or more allocated chapters from:

Cornelissen, J. 2017 (or 2020). Corporate Communication. A Guide to Theory and Practice. 5th edition. Sage Publications Ltd. ISBN: 9781473953697

Note:

There are only 230 copies available in the library, so you may want to scan selected chapters before the course begins.

Read allocated chapters before coming to class. This will help you to better follow the lecture.

TEACHING METHODS:

Teaching methods will include:

- Lecture ('contact teaching'): The aim of contact teaching is to especially support students to connect with their studies and create social networks
- Recordings of lectures will be uploaded to Moodle after each lecture.
- Presentations for each lecture (in PowerPoint, PDF or Prezi) will be available in Moodle for each lecture
- Textbook readings are allocated for each session
- Final exam (including two renewal exams) in the EXAM system

LANGUAGE OF THE COURSE:

- All the lectures of the course will be held in English.
- Students can choose to take the eExam either in English or in Finnish
- All the lectures are joint with an equivalent Finnish course YTTP1150 – Viestinnän johtamisen perusteet.
- Key terms will be translated into Finnish.
- An English-Finnish dictionary of key terms will be available in Moodle.

COMPLETION MODE:

Final exam will be held at the end of the course. This will be conducted online (as an eExam). See instructions, times & dates below.

LANGUAGE OF THE FINAL EXAM:

Students can choose to take the final exam either in English or in Finnish.

If you want to take the course exam in Finnish, you should enroll in course *YTTP1150 - Viestinnän johtamisen perusteet*, and **you should register in Sisu for the YTTP1150 exam realization** as well. After exam realization registration you can book an exam time at: <https://exam.app.jyu.fi/jyu-exam/>

If you want to take the exam in English, you should enroll in course *YTTP2150 - Introduction to Corporate Communication*, and **you should register in Sisu for the YTTP2150 exam realization** as well. After exam realization registration you can book an exam time at: <https://exam.app.jyu.fi/jyu-exam/en/>

Also note that you should **only enrol in one course** (either YTTP1150 or YTTP2150) depending on your preferred language in the course exam.

TIME SLOTS FOR FINAL EXAM AND RENEWALS:

Time slot for the final exam:

7.11.-21.11.2023 (Registration begins in Sisu 15.9.2023). **NOTE: After Sisu registration, you can book the exam time only 30 days in advance in the Exam system**

Time slot for the first renewal of the final exam:

5.12.-20.12.2023 (Registration begins in Sisu 15.9.2023). **NOTE: After Sisu registration, you can book the exam time only 30 days in advance in the Exam system**

Time slot for the second renewal of the final exam:

10.1.-24.1.2024 (Registration begins in Sisu 1.12.2023). **NOTE: After Sisu registration, you can book the exam time only 30 days in advance in the Exam system**

FURTHER eEXAM INSTRUCTIONS:

The eExam is an electronic exam that students take independently in one of the eExam rooms in Jyväskylä (AgC221 or T131). Students are free to choose the time of their eExam from the reservation calendar. You will find more information here:

https://help.jyu.fi/jp?id=kb_article&sys_id=b7df58cd47ecf1100ead1711e36d4321

The students must register in Sisu for the exam realization if they wish to take the exam, or the first and/or second exam renewals. See eExam registration instructions here:

https://help.jyu.fi/jp?id=kb_article&sys_id=5068911d478565d00ead1711e36d4331

STUDY PLAN

- Literature & eExam 5 ECTS
- Lectures: 12 h (6 lectures x 2 hours/lecture)
- Online learning environment in Moodle (including additional video material, interviews, links, dictionary definitions of key terms in English and Finnish)
- Principal lecturer:
 - Matias Lievonen
- Other lecturers:
 - Vilma Luoma-aho, Chiara Valentini, Jukka Niittymaa & Anni Kosunen

WEEKLY SCHEDULE

Lecture 1 (14.15-16.00, Monday 18.9)

Room: Ag A102 Auditorio 1, Martti Ahtisaari sali

Lecturer: Professor Vilma Luoma-aho, Vice Dean of Education at JSBE

- Introduction, conceptual foundations and latest trends of Corporate Communication (1 hour)

Lecturer: Matias Lievonen

- Course practicalities

Read: Chapters 1 & 2 from Cornelissen book

Lecture 2 (14.15-16.00, Tuesday 26.9)

Room: S212 (Seminarium)

Lecturer: Professor Chiara Valentini, Head of Corporate Communication at JSBE

- Role of communication in stakeholder management

Read: Chapters 4, 10 & 11

Pre-task: Questions for Chiara

Lecture 3 (14.15-16.00, Tuesday 3.10)

Room: C 229 (C1, Main Campus)

Lecturer: Anni Kosunen, Change agent; Client director at Ellun Kanat

- Communication strategy, strategic planning & campaigns
- Communication jobs & careers

Read: Chapters 6 & 7

Lecture 4 (14.15-16.00, Tuesday 10.10)

Room: C 229 (C1, Main Campus)

Lecturer: Matias Lievonen

- Corporate Communication in a changing media environment

Read: Chapters 3 & 5

Lecture 5 (14.15-16.00, Tuesday 17.10)

Room: REMOTELY IN ZOOM (Agora, Ag B105 Auditorio 2)

Lecturer: Jukka Niittymaa, Head of AI and Innovations at Sherpa; Doctoral Researcher

- AI as part of the work of a corporate communication professional

Read: Chapters 12 & 13

Lecture 6 (14.15-16.00, Tuesday 24.10)

Room: Agora, Ag B105 Auditorio 2

Lecturer: Matias Lievonen

- Specialist areas in Corporate Communication

Read: Chapters 8 & 9

- Course summary (content preparation for exam)
- Information for upcoming exam
- **Q&A with students**

CONTACT:

The best way to contact Matias Lievonen is initially by email. If you have a question or comment about this course, email: matias.lievonen@jyu.fi.

GRADING:

36-40 (max) = 5

32-35,5 = 4

28-31,5 = 3

24-27,5 = 2

20-23,5 points = 1

0-19,5 points = fail (hylätty)

Grading basis:

1. **1** Learning outcomes achieved. Exam accepted with tolerable results.
2. **2** Learning outcomes achieved. Exam accepted with satisfactory results.
3. **3** Learning outcomes achieved. Exam accepted with good results.
4. **4** Learning outcomes achieved. Exam accepted with creditable results.
5. **5** Learning outcomes achieved. Exam accepted with excellent results.