



APPLIES TO ACADEMIC YEAR 2010/2011

ELE 3705 Reputation and Corporate Communication

Programme

Responsible for the course

Department

Term

According to study plan

ECTS Credits

7,5

Language of instruction

English

Introduction

Today, reputation is recognized as one of the most important assets of an organization. However, the complexities of reputation as a phenomenon are often not properly understood. As a result organizations put their reputations at risk. Reputation is the responsibility of the board of directors, CEOs and directors, and the management team. Ultimately it is managers' actions that contribute to the overall success of the organization's reputation and standing. This course provides anyone planning to work in the public or private sectors or non-profit organizations with the basic understanding of the principles of reputation and how it is used in building the corporate brand with multiple stakeholders. The course uses material developed through BI's association with Reputation Institute.

Learning outcome

Acquired knowledge

Students will have a thorough understanding of identity, image and reputation and appreciate the interaction of these concepts. They will understand reputational risk and its sources. They will also be able to link reputation building with corporate branding and communication. They will acquire a rudimentary knowledge of different measurement instruments associated with identity, image and reputation. First and foremost they will appreciate their own role in building reputation for their organizations.

Learning Objectives

Upon completion of this course, students will be able to:

- Explain the differences between identity, image and reputation.
- Appreciate the importance of having a balanced approach to reputation management and branding with a focus on employees and key stakeholders
- Help organizations choose methodologies for measuring identity, image and reputation
- Use tools to analyze reputational risk
- Define the capabilities essential for the successful development of corporate reputation
- Define the challenges of corporate branding versus product branding
- Work closely with corporate communicators in developing communication strategies

Developed Reflection

Students will gain a greater appreciation of societal expectations of organizations, the pressures for consistency between actions and words, and the personal responsibility of leaders for transparency and openness.

Prerequisites

None

Compulsory reading

Collection of articles:

Brønn, P.. 2010. Reader for Corporate Reputation and Communication based on Brønn, P. S. and Ø. Ihlen, Åpen og Innadvendt, 2010, Gyldendal.. For use with English as teaching language

Recommended reading

Books:

- Apeland, Nils M. 2007. Det gode selskap : omdømmebygging i praksis. Høvik : Hippocampus
- Brønn, Peggy Simcic og Øyvind Ihlen. 2009. Åpen eller innadvendt : omdømmebygging for organisasjoner. Oslo : Gyldendal akademisk. For use with Norwegian lecturing
- Cornelissen, Joep. 2008. Corporate communication : a guide to theory and practice. 2nd ed. Los Angeles : SAGE
- Hatch, Mary Jo & Majken Schultz. 2008. Taking brand initiative : how companies can align strategy, culture, and identity through corporate branding. San Francisco, Calif. : Jossey-Bass
- Hatch, M. J. & Schultz, M., eds. 2004. Organizational identity : a reader. Oxford : Oxford University Press
- Martin, Graeme and Susan Hetrick. 2006. Corporate reputations, branding, and managing : a strategic approach to HR. Oxford : Butterworth-Heinemann

Course outline**Identity**

- Visual identity, organizational identity, corporate identity
- Concept of multiple identities

Image

- As subjective truth
- As pseudo event
- As brand
- Image theory
- Levels of image

Reputation

- Definitions
- As relationships
- As trust
- Drivers of reputation
- Media and reputation

Reputation risk

- Legitimacy and legitimacy gaps
- Managing reputational risk - Issues management, Fiskbein
- Mapping stakeholders
- Environmental scanning

Methods for measuring identity, image and reputation

- Co-orientation
- Adjusting to firm-type and sector

The role of communication in building reputation

- Need to harmonize communication
- Focus on employees as relationship builders
- Dialogue
- Communication as competitive advantage
- Corporate branding

CSR and reputation

- Drivers
- CSR as moral duty
- Criticism
- Operationalizing CSR
- CSR communication

Computer-based tools

No specified computer-based tools are required.

Learning process and workload

The course will be based on a combination of lectures, discussion, and cases by guest lectures from the Norwegian private and public sectors.

Recommended workload in hours:

Activity	Hours
Participation in lectures	33
Presentations and group work	12
Preparation for lectures	42
Self study/home work preparing for presentations	30
Work on Project	83
Total recommended use of time	200

Use of hours

33 hours - Lectures

6 hours - Presentations

6 hours - Group work/supervision
45 hours total

Examination

Final grade in the course is based on a project paper. The project paper can be solved in groups of up to three students.

Examination code(s)

ELE 37051 - Project/paper counts for 100% of the final grade in the course ELE 3705 Reputation and Corporate Communication - 7,5 credits.

Examination support materials

All aids acceptable for the paper/ project.

Re-sit examination

A re-sit examination is offered next time course is scheduled.

Additional information