



APPLIES TO ACADEMIC YEAR 2012/2013

## **ELE 3705 Reputation and Corporate Communication**

### **Programme**

Elective

### **Responsible for the course**

Peggy S Brønn

### **Department**

Department of Communication - Culture and Languages

### **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.

#### **Acquired skills**

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

#### **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**

#### **Other:**

Brønn, P. S. and Ihlen, Ø.. 2011. Compendium: Transparent or Closed: Reputation Building in Organizations. BI Forlag

#### **Recommended reading**

#### **Books:**

Apeland, Nils M. 2010. Det gode selskap : omdømmebygging i praksis. 2. utg. Hippocampus  
 Brønn, Peggy Simcic og Øyvind Ihlen. 2009. Åpen eller innadventd : omdømmebygging for organisasjoner. Gyldendal akademisk. For use with Norwegian lecturing  
 Cornelissen, Joep. 2011. Corporate communication : a guide to theory and practice. 3rd ed. SAGE  
 Hatch, Mary Jo and MajkenSchultz, eds. 2004. Organizational identity : a reader. Oxford University Press  
 Hatch, Mary Jo & Majken Schultz. 2008. Taking brand initiative : how companies can align strategy, culture, and identity through corporate branding. Jossey-Bass  
 Martin, Graeme and Susan Hetrick. 2006. Corporate reputations, branding, and managing : a strategic approach to HR. Elsevier/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.

As a part of the learning process students must make a presentation of their projects, and all team members must be present. The group members will be assigned by the lecturer.

Recommended workload in hours:

Activity	Hours
Participation in lectures	33
Presentations in class	6
Preparation for lectures	42
Self study/home work preparing for presentations	36
Work on Project	83
<b>Total recommended use of time</b>	<b>200</b>

## 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 individually or in groups of up to three students.

**Examination code(s)**

ELE 37051 - Project/paper counts for 100 % to obtain final grade in 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**