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 word corporate is understood in the broadest sense to represent any type of organization. The course also 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 appropriate measurement instruments
• 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
• Understand work of 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
Books:
Roper, Stuart, Chris Fill. 2012. Corporate reputation : brand and communication. Pearson

Other:
Articles available on its learning

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 innadvendt : 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 Majken Schultz, 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
- Corporate Reputation
- Understanding identity and image
- Rise and scope of corporate reputation
- Significance of corporate culture
- Reputation risk and how to mitigate it
- Measuring reputation
- Corporate Branding
- Rise of corporate brands and brand-reputation dilemma
- Measuring corporate brands
- Corporate Communication
- Dimensions and contexts of corporate communication
- Stakeholder dimension
- Symbols, tools and media
- Corporate communication methods

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 are required to 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
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 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