

DIPLOMA IN CORPORATE COMMUNICATION AND ADVERTISING

I. INTRODUCTION

Communication is a basic skill required in a manager at all the levels and in every function in an organization. In addition to this, communication has also got recognition as a system in organizations. In modern times of globalization and IT revolution, communication skills & systems assume special significance due to widened markets, consumers with multicultural background, international laws and rapidly changing global business environment.

Apart from product/service related communication; today's organizations have to communicate with "publics" like shareholders, employees, bankers, suppliers, government agencies and community at large. Top and senior managements of these organizations have to establish and maintain continuous & effective communication for the purpose of corporate image-building, maintaining corporate reputation, providing explanations & information; and situation-specific communication. Obviously, this calls for skills in verbal communication, written communication, negotiations and bargaining.

The above trends have resulted into emergence of Corporate Communication as a specialized function which contributes substantially towards enhancing effectiveness of management policies, business plans, their implementation and other managerial decisions. Responding to this, many organizations have created special departments at the corporate level with a view to establishing effective channels of communication within the organization; and between the organization and various publics. Secondly, organizations are increasingly spending their resources for trainings in development and upgradation of communication skills.

All this implies that the field of Corporate Communication offers tremendous opportunities to professionals in Marketing & Sales, Advertising, Public Relations, Company Secretariat, Legal Affairs, Administration etc.

Encouraged by this emerging scenario, Ahmedabad Management Association (AMA) presents the framework for Diploma in Corporate Communication and Advertising and a proposal on offering it as a joint certification program with California State University, San Bernardino (CSUSB).

II. PROGRAM OBJECTIVES

This unique program aims at helping managers in developing effective communication skills and helping all kinds of organizations in building effective corporate communication systems internally within an organization; and externally with various "publics". Specific objectives are as stated below.

- Contributing towards effective corporate communication systems within and outside an organization
- Helping managers from various functions in improving their functional performance through improved communication skills
- Assisting interested participants in developing career as communication professionals

Given the above objectives, it is expected that the Program will contribute towards enhancing communication effectiveness; organizationally as well as individually.

III. PROGRAM CONTENT

Meta Module A

Module A-1: Corporate Communication in Organizational Context:

Strategic Communication – Communicating Corporate objectives and Strategy – Communicating corporate philosophy and values – Organizational culture as a means as well as a goal for communication – Designing organization structure and communication perspective – Legal Aspects of Corporate Communication

Module A-2: Communication Systems – A Framework:

General Communication as a sub system of Management System – Corporate Communication Strategy – Organization for Communication Management – Internal Communication flow within the organization – Internal Communication from Various Functions – Situations – Modes like concept note, proposal, report, circular, notice, memo etc – External Communication between the organization and various publics – Communication with customers, suppliers, employees, shareholders, financial institution, government and other publics

Module A-3: Use of Technology in Communication:

Communication situation and relevant technology – use of computers, internet, mobile phones, specialized software like power point and multimedia – Issues in selection of technology and investment in technology – Project Orientation / Research Methodology

Module A-4: Function-wise Communication (Marketing, Financial, HRM):

A.4.1 Branding & Advertising Concepts – Different ways of Advertising (Print, TV, Radio, Outdoor, Social Media, Rural, B2B, Direct Mailers, Events&Exhibition), Concept of Integrated Marketing Communication – Case study of Integrated Marketing Communication - Project Identification - Brand Architecture - Sales Promotion – Self Regulation in advertising-ASCI/IBF - Intellectual Property Rights

A.4.2 Role & Importance of Public Relations in Brand Management – History & Concept of Public Relation – Advertising Vs Public Relation – Contemporary Media Vehicles of Public Relation – Organizing a Press Conference – Creating personal brand –Case study of PR led Campaigns – Ethics in Public Relation

A.4.3 Communication with Shareholders, Investors and Financial Institutions – Financial Statement – Financial Performance Reports – IPOs and related Communication

A.4.4 Communication with employees and their families – Documents related to appointments, transfers, promotions, salary, service rules and disciplinary actions – Selection of Communication Media

A.4.5 Selection of Media

Media Innovations

Meta Module B

Module B-1: Communication Skills:

a. Skill Profile

Writing skills – Speaking – Listening – Use of Charts, graphs and tables – Use of multimedia

b. Situation for Application of Communication Skills

In house meetings, conferences, seminars, research and surveys – Formal speeches on specific occasions – Presentations – Public events

c. Verbal, Written Communication

Concept note, proposal, report, circular, notice, memos, film review & book review etc

d. Verbal, Oral Communication

Speeches, presentations and discussions at meetings, conferences, seminars

e. Non-verbal Communication (Body Language)

Support to verbal, oral communication situations like speeches, presentations and discussions at meetings, conferences, seminars

Module B-2: Mass Communication:

Need and Situations – Various Communication media – Selection – Choice of mode of presentation – Production and Distribution of Communication material - Organizing Press Conference – Communication Perspective

Module B-3: Development Communication:

Emerging relevance and significance – Social Marketing and development communication – Implications for effectiveness like target community, socio-cultural profile, sensitivity of message – Role of government and NGOs

Meta Module C: Project Execution

Module C-1:

Project Selection - Proposal Submission - Interim Review - Interim Presentation and Peer Feedback

VIII. TARGET GROUP

Considering the fact that communication is the basic system and a function in organizations, any entrepreneur, working executive or a fresh graduate will benefit from this Program. The Program will be of specific interest to owners of the businesses and executives from functions like Marketing, Production, HR & Administration, Finance & Accounting. Beneficiary institutions will include business corporates, hospitals, hotels, educational institutions, banks and other financial institutions, government departments, municipal corporation and NGOs.

This Program will help all the above in improving their organizational as well as role effectiveness. Management consultants, trainers, advertising agencies and PR professionals will also find the Program useful.