

# Module Outline

Virtual Exchange Spring Semester 2021

## Corporate Communication (Business Communication 3)

Credits: 5 ECTS

Format: Online course

### Responsible FHNW lecturers

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## 1. Number of students accepted in the course

Total number of students is limited to 50

Total number of virtual exchange students is limited to 10

Number of virtual exchange students from one partner university of School of Business FHNW is limited to 2 students per partner university

## 2. Course content

This module provides an introduction into the concepts, tasks and organisation of the professional field of PR and Media as well as insights into how companies communicate with major stakeholders and markets online and offline (corporate & marketing communication).

## 3. Learning objectives

Students should have the following competencies after completing this course:

### Knowledge and understanding

- Students understand concepts, tasks and organization of PR, relate it to the organisation (and differentiate from other related functions) and external stakeholders
- Students understand how to identify their audiences, formulate their key messages and strategically define their channel mix.
- Students understand the concepts of usability, readability, findability and utility of online content.

### Application of Knowledge and Understanding

- Students understand, apply, deliver Communication Plans
- Students recognize key PR tasks and deliver basic approach solutions
- Students apply a customer-oriented and user-centered approach towards development of online content
- Students apply typical user research methods
- Students write online-optimized copy targeted to a specific customer segment
- Students define a customer/user point of view, formulate value propositions

### Ability to make judgements

- Students manage tasks and events which belong within operative area of PR (dealing with media, event management, crisis management, media relations, print/electronic media)
- Students predict how users will interact with online content and respond to customer/user information needs

### Communication

- Students create a comprehensive communication plan
- Students create content tailored for online audiences, channels, search and personalization engines

## 4. Workload and format

The number of credits to be obtained is 5 ECTS, which equals 150 study hours.

This course is offered as an online module. In order to gather and exchange information in the best possible way across countries, a wide variety of learning methods are chosen:

- Synchronous lecture and discussions
- Asynchronous lecture recordings
- Casework and preparations for individual and group study
- Chats and presentations

## 5. Prior knowledge and entry requirements

As this module requires participants to be able to discuss complex issues fluently, a good level of English is required – minimum B2/C1 (CEFR), IELTS 5.5, TOEFL iBT 46-59 or equivalent. There are no further formal entry requirements for this course.

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## 6. Course structure and dates

This course is an intensive online course, and consists of synchronous and asynchronous lectures, guided self-study, individual and group work and other ways of exchanging information via email and/or other communication media.

Online lectures will be held on Microsoft Teams, Google Meet or a similar platform. The course runs from 17:30 to 21:15 (CET) ([calculate your local time](#)).

The course structure and format are as follows (minor adjustments exempt):

Date	Time	Topic	Lecturer	Platform
<b>Thu 25 Feb Synchronous</b>	17:30-21:15 (CET)	Communications Basics & How to Create a Communications Plan	<b>C. Jacob</b>	Google Meet
<b>Thu 4 Mar Synchronous</b>	17:30-21:15 (CET)	Communications Basics & How to Create a Communications Plan	<b>C. Jacob</b>	Google Meet
<b>Thu 11 Mar Synchronous</b>	17:30-21:15 (CET)	Communications Basics & How to Create a Communications Plan	<b>C. Jacob</b>	Google Meet
<b>Thu 18 Mar Synchronous</b>	17:30-21:15 (CET)	Communications Basics & How to Create a Communications Plan	<b>C. Jacob</b>	Google Meet
<b>Thu 25 Mar Synchronous</b>	17:30-21:15 (CET)	Communications Basics & How to Create a Communications Plan	<b>C. Jacob</b>	Google Meet
<b>Thu 8 Apr Synchronous</b>	17:30-21:15 (CET)	Communications Basics & How to Create a Communications Plan	<b>C. Jacob</b>	Google Meet
<b>Thu 15 Apr Synchronous</b>	17:30-21:15 (CET)	Marketing Communications & How to create content online	<b>J. Vitacco</b>	Teams

<b>Thu 22 Apr</b> <b>Asynchronous</b>	17:30-21:15 (CET)	Marketing Communications & How to create content online	<b>J. Vitacco</b>	Moodle
<b>Thu 29 Apr</b> <b>Synchronous</b>	17:30-21:15 (CET)	Marketing Communications & How to create content online	<b>J. Vitacco</b>	Teams
<b>Thu 6 May</b> <b>Asynchronous</b>	17:30-21:15 (CET)	Marketing Communications & How to create content online	<b>J. Vitacco</b>	Moodle
<b>Thu 20 May</b> <b>Asynchronous</b>	17:30-21:15 (CET)	Marketing Communications & How to create content online	<b>J. Vitacco</b>	Moodle
<b>Thu 27 May</b> <b>Asynchronous</b>	17:30-21:15 (CET)	Marketing Communications & How to create content online	<b>J. Vitacco</b>	Moodle

## 7. Assessment

As participation in this course requires a strong sense of commitment and group loyalty in order to obtain the full benefit, being present and taking an active part in the course will contribute to achieving a good grade. Absence and freeriding will lead to an insufficient grade and not passing the course.

Assessment: 100% end-of-module assignments (no exam): communication plan, user research and business blog. Grading according to Swiss system (1 to 6 in half grades). Grades above 4.0 equal pass (see appendix).

The 5 ECTS points for this course are awarded if the final grade is a pass (see section 10).

## 8. Responsible Lecturers



[Jacqueline Vitacco](#)



[Christine Jacob](#)

## 9. Literature

Morris, T. & Goldsworthy, S. (2012). *PR Today: The Authoritative Guide to Public Relations*. London: Palgrave Macmillan

All study material can be accessed upon course enrolment.

## 10. Grading

Pass-fail

According to swiss grading system

Grade	6.0	5.5	5.0	4.5	4.0	below 4
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In words	excellent	very good	good	satisfactory	pass	fail
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The student has the right to appeal against the grading within a period of not more than 14 working days after its communication. Any appeal must be sent to [io.business@fhnw.ch](mailto:io.business@fhnw.ch) in writing and must be accompanied by valid arguments. It will be handled according to the Study and Examination Regulations for the Bachelor of Science Business Administration at FHNW.