
Disney Corporate Communication Course

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THE DISNEY CORPORATE COMMUNICATION COURSE FOCUS (44 contact hours)

Credit Recommendation: In the upper-division baccalaureate degree category, three semester hours in communications, hospitality, or business communications. (3/14)

The Disney Corporate Communication Course explores how global companies communicate with key audiences, both internal and external to the corporation, to achieve their strategic goals. The course evaluates various communication functions and highlights the methods companies use to gain a competitive advantage and reach a variety of publics including customers, investors, employees, media, government and communities. The purpose of this course is to engage students in the analysis of communication as a vital management function empowering contemporary organizations to lead, motivate, persuade and inform various publics. As a result, students will gain practical and strategic knowledge of Corporate Communication in our global society.

Learning Objectives:

After completing this course, the students should be able to:

1. Evaluate communication theories and relate their relationship to Corporate Communication practices.
2. Identify and assess the importance of communication functions including: media, community, employee, government, customer and investor relations.
3. Critique and analyze varied applications of Social Media platforms.
4. Conclude the value and efficacy of integrated communication processes.
5. Interpret and apply the Corporate Communication Strategic Planning Model.
6. Investigate and critique how companies manage, maintain and enhance their reputation through ethical Corporate Communication practices and Corporate Social Responsibility.
7. Research and analyze current events to primary Corporate Communication functions.
8. Determine and apply the most strategic communication vehicle(s) in achieving business objectives.
9. Design and present a comprehensive communication plan that demonstrates your understanding of Corporate Communication concepts.

Course Requirements

Attendance:

Attendance is required for all of the Disney Corporate Communications Course classes. This is an interactive course that requires each student's involvement. All students will be allowed two absences with or without excuse (student does not need to call instructor); however, any absences will affect the student's final grade. On the third absence, the student will automatically be dropped from the course.

Required Textbook: (to be purchased prior to class)

Cornelissen, Joep. *Corporate Communication: A Guide to Theory and Practice*, fourth edition, Sage Publications Ltd., April 2014.

Grading Policy:

News Reports.....	10%
Case Studies.....	10%
Quizzes.....	10%
Press Release.....	10%
Blogs.....	10%
Tweets.....	10%
Final Presentation Role Play.....	20%
Verbal Presentation.....	15%
Typed Outline.....	5%
Class Participation.....	10%
Attendance.....	10%

The Disney Corporate Communication Course is a pass/fail course. In order to earn a passing grade, you must receive an overall score of 70% or better.

Class Meeting	Learning Objectives	Assignments to be Completed Prior to Class
Week One : Foundations of Corporate Communication (4 hours)	<ul style="list-style-type: none"> Establish course expectations, policies, and course work Define and explore the concept and history of Corporate Communication Define stakeholder and identify key stakeholder groups Classify the significance of various communication departments within an organization Evaluate and critique the implications of a current event as it relates to the reputation and brand management of the individual 	<ul style="list-style-type: none"> Read chapters 1 and 2
Week Two : Strategic Planning and Communication (4 hours)	<ul style="list-style-type: none"> Identify and apply a key model for corporate communication Recognize the value of strategic planning Explore ethical behavior in relationship to credibility and brand/reputation management Analyze and design a message to key stakeholders according to standard corporate communication message styles 	<ul style="list-style-type: none"> Read chapters 3, 4, 5 and 6 Form News Teams Form Groups and select Company to research
Week Three – Media Relations and Research (4 hours)	<ul style="list-style-type: none"> Identify the 5 stages of planning and its value in the communication process Compare and contrast proactive, reactive and interactive approaches to media relations Evaluate demographics in crafting media Detect what constitutes news Create an original press release 	<ul style="list-style-type: none"> Read chapters 7 Create and Deliver News Team Report Find a recent news article about your company, print and bring to class

Class Meeting	Learning Objectives	Assignments to be Completed Prior to Class
<p>Week Four : Media Relations (Continued) (4 hours)</p>	<ul style="list-style-type: none"> • Appraise key media relations techniques • Compare and contrast Uses and Gratifications theory, framing and agenda setting • Outline and apply the nine considerations in determining news bias in a case study 	<ul style="list-style-type: none"> • Read chapter 8 • Complete Knowledge Quiz in EDU • Design and deliver News Team Report • Write a press release about your company using the format and techniques identified in class • Find and review your company press releases. Print one and bring to class for case study
<p>Week Five: Social Media (4 hours)</p>	<ul style="list-style-type: none"> • Compare and contrast the benefits and challenges inherent in using social media as a corporate communication vehicle • Evaluate social media options when considering target audience, message and cost • Critique how various global companies use social media 	<ul style="list-style-type: none"> • Read Chapter 14 • Design and deliver a News Team Report • Research and critique how your company uses social media. Bring in findings for a case study
<p>Week Six: Corporate Social Responsibility (4 hours)</p>	<ul style="list-style-type: none"> • Identify the eight areas of focus for Corporate Social Responsibility and categorize them according to Mallen Baker's 4 quadrants • Evaluate the effectiveness of the three primary communication strategies. • Differentiate Community Relations from Corporate Social Responsibility and identify the 7 primary giving strategies and their benefits. • Review government relations as both a responsive and proactive mechanism 	<ul style="list-style-type: none"> • Read chapter 13 • Complete Knowledge Quiz in EDU • Design and deliver News Team Report • Research and bring in examples of Company Philanthropy and how it is communicated • Research and bring in examples of Company Government Relations and how it is communicated • Create and post in EDU a company blog using topics and techniques discussed in class • Formulate 14 original Tweets that could be sent out daily to achieve strategic corporate communication goals
<p>Week Seven: Employee Relations/Internal Communication (4 hours)</p>	<ul style="list-style-type: none"> • Relate importance of localized information to the line employees – • Differentiate the benefits and challenges of upward, downward, and horizontal communication • Assess the value of top down versus bottom up communication tactics • Explain the value of first line leader communication with key employee publics • Develop elements of an effective employee communication plan • Identify the role of communication in effective union negotiations 	<ul style="list-style-type: none"> • Read chapter 9 • Complete Knowledge Quiz in EDU • Design and deliver News Team Report • Research your company Unions and communication, bring findings to class

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Week Eight: Customer Communications (Group Work) (4 hours)	<ul style="list-style-type: none"> Evaluate how customers are critical corporate external stakeholders Develop a marketing strategy in a case study Explore the impact of consumer activism and boycotts 	<ul style="list-style-type: none"> Design and deliver a News Team Report Research your company for consumer activism and boycotts
Week Nine: Corporate Governance (Group Work) (4 hours)	<ul style="list-style-type: none"> Evaluate the value of experiential learning to success in a team environment Apply knowledge of learning styles in group activity Explore corporate applications of learning styles Compare and contrast the communication needs and strategies of public and privately held companies 	<ul style="list-style-type: none"> Read Chapter 12 Complete Knowledge Quiz Create and deliver News Team Report Research and bring in annual report or investor newsletter for the company they are researching Formulate a typed outline summarizing a strategic communication plan to a target audience
Week Ten: Crisis Communication and Issues Management (4 hours)	<ul style="list-style-type: none"> Compare and contrast the role of issues management and strategic planning Determine difference between business interruption and crisis Analyze the crisis life cycle Determine the traits of a crisis spokesperson 	<ul style="list-style-type: none"> Read chapter 10 and 11 Complete Knowledge Quiz Create and deliver News Team Report Research information regarding a crisis that your company has dealt with (preferably) within the last year). This can be an article from a newspaper or the company press release
Week Eleven: Final Presentations (4 hours)	<ul style="list-style-type: none"> Design and deliver a strategic communication message to a target audience Demonstrate knowledge and understanding of key Corporate Communication concepts learned in class 	<ul style="list-style-type: none"> Prepare to deliver group presentation including visual support and handouts