

POSTGRADUATE DIPLOMA IN COMMUNICATION

SPRING SEMESTER

Module name	ECTS	Component courses
International Business Management	4	<p>>>International Human Resources Management IHRM deals with the complex world of managing expatriate assignments, and working with systems of reward, incentive, job design, recruitment and selection across a myriad of cultural complexities; both national and organisational. This module looks at what they key issues are involved.</p> <p>>>Cross cultural management As culture is a complex area, this module does not seek to be all things to all people. Instead, it examines the influence of cultural factors on the organization and its management, and helps students to develop, through a reflective and interactional process, their intercultural communicative competence.</p>
Strategic Communication management	3	<p>>>Strategic communications management This module focuses on the infrastructure for communication and the way in which it can be managed strategically. It will focus on the defining of communication goals and how resources can be selected and applied to achieve these goals. Content strategies are examined through case studies, and we will touch upon how other business functions such as budgeting and reporting come into play in an integrated communications strategy.</p> <p>>>Crisis management communication From Johnson & Johnson's Tylenol case in the 80's to BP's Deepwater Horizon, crisis can strike at any moment and threaten the very existence of a company. The best plan in the world will have little effect if it is not well communicated; both internally and externally. This module examines the critical success factors in crisis management communication.</p> <p>>>Budgeting and controlling This module looks at budget forecasting and detailed financial analysis for effective budget management.</p>
Digital business	3	<p>>>Setting up a website – the end user experience This is not a web-design module, but focuses on the interaction with the web designer. In setting up a business, we know a website is necessary, but what do we ask the designer for? A good web designer can help, but we must understand what we need the website to do, and how it complements and supports our brand. This module is extremely practical and will help business owners and entrepreneurs know what to ask for and how to deal with web developers.</p> <p>>>SEM and SEO This is not a course for webmasters, but rather for those who need to understand how to create content for their site and associated social media platforms in a way which will get them noticed by search engines, and increase their visibility. As we better understand SEM & SEO and social media within the overall framework of digital business applications, we can focus more on inbound marketing, and gather valuable granular data about our customers</p>
PR, social Media and Brand communication	7	<p>>>Business ethics and corporate communications Sustainability is, or should be, the guiding principle of any business which hopes to last, and contribute to the world in a positive way. This module looks at the philosophy and psychology involved in ethical decision-making, and moves on to look at consequentiality thinking writ-large: CSR and corporate citizenship, and how to communicate these core strategies in a way which fits the brand and hits the mark.</p> <p>>>Public relations This module will evaluate the strategic role of PR in both the creation and management of organisational reputation and image. It will pay particular attention to the impact of new media technologies on the world of spin, image and relationships.</p> <p>>>Social media and community management A community manager is on the front lines of customer engagement. As such, it is a critical role to get right. This module examines the process involved in building and sustaining meaningful engagement with your community, and how to earn their trust to build long term relationships.</p> <p>>>Luxury brand management Luxury brand management is a an evolving area of marketing and communication. Is luxury still the same as rarity? Should we still assume that skimming is the default pricing strategy for prestigious brands. this module looks at the developments and challenges in managing luxury brands, what is at stake, and how the brand can be protected in an ever-changing section of the market.</p>
Innovation	4	<p>>>Innovation & design thinking Disruptive products or processes can bring great success, and Innovation is possible everywhere, no matter what people tell you. This module helps us put to rest the expression "if it isn't broken, don't fix it", by examining the customer journey in their interaction with real life products and brands, and identifying where innovation may be made. This approach is practical and be applied to any product or service and lead to to...who knows?</p> <p>>>Storytelling Billed by many as the most important skill in business communication, storytelling is not a new buzzword which will dissipate with the rest, but a timeless driver of change throughout human history. the truth is, many of us have forgotten how tell a good story, and without that, we fail to communicate the quintessence of our brand, our ideas and ourselves.</p>
Professional development	1,5	<p>>>Careers skills This module focuses on you and your path ahead. After reflecting on the things we really want from a career and where our passion lies, we take time to hone your personal brand both online and offline; looking at interview and networking techniques to carve out that path for yourself.</p>