



SCHOOL OF PROFESSIONAL COMMUNICATION

**3RD FLOOR, ROGERS COMMUNICATIONS CENTRE
PROCOM.RYERSON.CA**

**CMN 413
CORPORATE COMMUNICATIONS**

1.0 Course Description

How does a company communicate its reputation and image and manage these intangible features when damaged? Through examining high-level communication strategies and products, students develop sensitivity to the language, formats, and images organizations use to manage their concerns. Students also practice skills corporate communication professionals employ to communicate with a variety of audiences. **Lab: 1 hr. Lecture: 2 hrs.**

Prerequisite: CMN 100 or CMN 114 or CMN 124 or CMN 200 or CMN 201 or CMN 207 or CMN 279 or CMN 300 or CMN 373 or Direct Entry.

2.0 Course Objectives/Learning Outcomes

- To understand the basic strategies and practices of the organizational reputation and issues management function
- To determine the appropriate mediums and channels for communicating specific issues-related to a variety of audiences with varied concerns
- To produce a variety of written reputation and issues management communications

3.0 Topics Covered

In addition to section 3.1, material from other sections will be selected for study as appropriate to the specializations and interests of the class.

3.1 Introduction to the corporate communication function

3.2 Internal corporate communication

3.2.1 Management messages (such as directives and announcements)

3.2.2 Company newsletters, newspapers, and magazines

3.3 External corporate communication

- 3.3.1 Public relations material (such as news releases and backgrounders)
- 3.3.2 Image-enhancement material (such as articles in journals and trade press)
- 3.3.3 Stockholder relations (such as annual reports)
- 3.3.4 Paid publicity (such as advertorials)

3.4 Crisis management

3.5 Corporate citizenship

3.6 Technology and corporate communication

4.0 Teaching Method

4.1 Lectures and Seminars

Teaching will be conducted by lectures plus seminars. In seminars students will have the opportunity to deliver reports that expand on lecture material. Evaluation will be based on a minimum of five term assignments.

5.0 Course Materials

Topicality and flexibility will be achieved by use of current business periodicals and supplementary material instead of a prescribed text.

6.0 Course Policies

6.1 Students must adhere to university policies; see <http://www.ryerson.ca/senate/policies>. The most relevant policies are the following:

- Policy #46 Policy on Grading, Promotion, and Academic Standing ("GPA Policy")
- Policy #60 Academic Integrity
- Policy #61 Student Code of Non-Academic Conduct
- Policy #134 Undergraduate Academic Consideration and Appeals
- Policy #135 Examination Policy
- Policy #150 Accommodation of Student Religious, Aboriginal and Spiritual Observance
- Policy #157 Establishment and Use of Ryerson Student EMail Accounts For Official University Communication
- Policy #159 Academic Accommodation of Students with Disabilities
- Policy #166 Course Management Policy

6.2 Print and Digital Copying Guidelines

Ryerson University complies with Canada's [Copyright Act](#) which protects both creators/owners and users of copyrighted materials.

Students should familiarize themselves with [Ryerson's Copyright policies and procedures](#), and contact the Copyright and Scholarly Engagement Librarian at copyrt@ryerson.ca for questions, concerns and clarification of the copyright rules.

6.3 Turnitin.com

Turnitin is a plagiarism prevention and detection service. This tool assists instructors in determining the similarity between a student's work and the work of other students who have submitted papers to the site, internet sources, and a wide range of journals and other publications. While it does not contain all possible sources, it gives instructors some assurance that students' work is their own. No decisions are made by the service; it generates an originality report which instructors use to judge whether something is plagiarized.

All assignments in this course may be subject to submission for textual similarity review to Turnitin.com. All submitted papers will be included as source documents in the Turnitin.com reference database used solely to detect plagiarism in assignments. **Students who do not want their work submitted to this plagiarism detection service must, by the end of the second week of class, consult with the instructor to make alternative arrangements.** Even if an instructor has not indicated that Turnitin will be used or a student has opted out of using Turnitin, if an instructor suspects that an assignment has been plagiarized, the instructor may submit that work in a non-identifying way to a plagiarism detection service.

6.4 Email Communication

Ryerson requires that any official or formal email communication from students be sent from their official Ryerson electronic accounts.

6.5 Video and Audio Recording

No video or audio recording is permitted in class without the express permission of the instructor.

7.0 Ryerson's Learning Management System

Ryerson University supports Brightspace by D2L as its official Learning Management System. University Policies governing Brightspace have been

documented at the [Courses @ Ryerson Privacy and Security website](#).