



TQF 3

Bachelor's Degree

Master's Degree

TQF.3 Course Specification

Course Code: IAL 3211

Course Title: Corporate Communication Management

Credits: 3(3-0-6)

Program: Bachelor degree, Airline Business, International College
Suan Sunandha Rajabhat University
(SSRUIC)

Semester: 1 **Academic Year:** 2016

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Section 1 General Information

1. Code and Course Title:

English: IAL 3211 **Corporate Communication Management**

Thai: IAL 3211 การจัดการสื่อสารองค์กร

2. Credits:3(3-0-6)

3. Curriculum and Course Category:

3.1 Curriculum: Bachelor of Arts in Airline Business

3.2 Course Category:

General Education

Required Course

Elective Course

Others

This course of Bachelor of Arts, International College, SSRU, is categorized in *Specialized Area Course: Cluster of Airline Business Core Courses*.

4. Lecturers Responsible for Course and Instructional:

Course Lecturers:

4.1 Lecturer responsible for Course: Ms. Kanittha Charernnit

4.2 Instructional Course Lecturers: Ms. Kanittha Charernnit

5. Contact/Get in touch

Room number 304

5.1 Ms. Kanittha Charernnit

Tel: 081-6682310

E-mail: Ms. Kanittha.Ch@ssru.ac.th

6. Semester/Year of study

6.1 Semester 1 Year of study 2016

6.2 Number of students enrolled: **TBA Students**

7. Prerequisite Course

None

8. Co-requisite Course:

None

9. Learning Location

International College, Suan Sunandha Rajabhat University,
Nakhon Pathom Education Center

10. Last Date for Preparing and Revising this Course:

June, 2016

Section 2 Objectives and Purposes

1. Course Objectives

At the end of this course, the student will reach to five domains in the following areas of performance:

1.1 Morals and Ethics

- (1) Able to demonstrate on-time performance
- (2) Able to demonstrate morality in all areas
- (3) Able to demonstrate relevant morals in the organization and in daily life

1.2 Knowledge

- (1) Able to understand the nature of corporate communication management in the airline business
- (2) Able to understand the terminology, idiom, and structure of communication strategies and communication tools
- (3) Able to understand the basic communication tools

1.3 Cognitive Skills

- (1) Able to demonstrate what the main idea of the course is
- (2) Able to understand and demonstrate communication in daily life
- (3) Able to drill and apply communication skills in corporate world

1.4 Interpersonal Skills and Responsibility

- (1) Able to demonstrate working as a team in a professional manner
- (2) Able to apply morality in a teamwork
- (3) Able to demonstrate the related ideas with the team

1.5 Numerical Analysis, Communication and Information

Technology Skills

- (1) Able to understand and demonstrate effective communication skills in all stages of airline business by using further knowledge related to course

2. Objectives for Developing / Revising Course (content / learning process / assessment / etc.)

The objective for developing is to update knowledge of the latest innovation in communication through course contents, learning process, assessment of learning.

The frequency and level of student engagement will be assessed for the curriculum including multimedia, homework assignments, exams, and textual content. Learning exercises and activities that result in higher student engagement will be adapted to future lessons.

This course should be revised yearly since the corporate communication management is very dynamic and vital to business development

Section 3 Course Structure

1. Course Outline

- a. To study the principles of Corporate Communication Management
- b. To study and apply Corporate Communication Management to Aviation productivities,
- c. To study an important of media relations, corporate events, corporate affairs, corporate advertising, corporate identity, and etc.
- d. To study and understand how organizations will benefit from an important communications strategies and tools

2. Time Length per Semester (Lecture – hours / Practice – hours/ Self Study – hours)

Lecture	Practice/ Field Work/Internship	Self-Study	Remedial Class
45 hours	0 hours	3 hours/weeks	3+ (if any)

3. Time Length per Week for Individual Academic Consulting and Guidance

(The lecturer responsible for course identifies the information, for example, 1 hour / week)

3.1 Self consulting at the lecturer’s office: Room Number 304 International College Building, International College (Nakhonpathom Education Center/SSRUIC)

3.2 Consulting via office telephone/mobile phone: as above

3.3 Consulting via E-Mail: as above

3.4 Consulting via Social Media (Facebook/Twitter/Line):Line

3.5 Consulting via Computer Network (Internet/Web board):

University website

Section 4 Developing Student's Learning Outcomes

1. Morals and Ethics

1.1 Morals and Ethics to be developed

- (1) Be able to deliver or complete the required task on time
- (2) Be able to do the right thing according to the values, beliefs, and principles they claim to hold
- (3) Be able to make decisions according to moral concepts and judgements

1.2 Teaching Strategies

- (1) Direct instruction
- (2) Group Discussion
- (3) Student research

1.3 Assessment Strategies

- (1) Measurement of punctuality and attendance
- (2) Measurement of personal interaction style
- (3) Measurement of original contribution

2. Knowledge

2.1 Knowledge to be developed

- (1) Be able to identify the proper theories and describe important case studies
- (2) Be able to provide an analysis and provide solutions to real world problems
- (3) Be able to organize self-study and share information with the class

2.2 Teaching Strategies

- (1) Cooperative learning
- (2) Problem-based learning
- (3) Direct instruction

2.3 Assessment Strategies

- (1) Mid-term test
- (2) Final test
- (3) Cooperative learning evaluations
- (4) Quizzes

3. Cognitive Skills

3.1 Cognitive Skills to be developed

- (1) The ability to gather and summarize information, and conduct research
- (2) Self-study and sharing information with the class
- (3) The ability to solve problems with case studies

3.2 Teaching Strategies

- (1) Cooperative learning
- (2) Problem-based learning
- (3) Direct instruction

3.3 Assessment Strategies

- (1) Cooperative learning evaluations
- (2) Direct instruction
- (3) Quizzes

4. Interpersonal Skills and Responsibilities

4.1 Interpersonal Skills and Responsibilities to be developed

- (1) Be able to use interpersonal English communication skills
- (2) Be able to collaborate in teams and solve problems
- (3) Demonstrate leadership

4.2 Teaching Strategies

- (1) Direct instruction
- (2) Cooperative learning
- (3) Group work activities

4.3 Assessment Strategies

- (1) Quizzes
- (2) Cooperative learning evaluations
- (3) Group work evaluations

5. Numerical Analysis, Communication and Information Technology Skills

5.1 Numerical Analysis, Communication and Information Technology to be developed

- (1) Be able to use communication tools to use in corporate communications management and to use new knowledge in corporate communication to emphasis in practical and in real life experiences moreover, to solve corporate communications problems by using communications strategies, communications tools and apply in daily working

5.2 Teaching Strategies

- (1) Direct instruction and Group work activities

5.3 Assessment Strategies

- (1) Quizzes and Group work evaluations

6. Other Domain

None

Remark: Symbol ● means ‘major responsibility’

Symbol ○ means ‘minor responsibility’

No symbol means ‘no responsibility’

The above symbols were shown in ‘Curriculum Mapping’ of TQF 2.
(Program Specification)

Learning Standards/Outcomes	Learning Activities	Learning Assessment
<p>1. Morals and Ethics</p> <p>1.1 Be able to deliver or to complete a required task at appointed time;</p> <p>1.2 Be able to do the right thing according to the values, beliefs, and principles they claim to hold;</p> <p>1.3 Be able to make decisions in business according to moral concepts and judgments.</p>	<ul style="list-style-type: none"> • Lecture and group discussion • Student-centered: Constructivist approaches • Cooperative learning: Jigsaw 	<ul style="list-style-type: none"> • Attendance • Quizzes • Group reports and presentations
<p>2. Knowledge</p> <p>2.1 Be able to identify the proper theories and describe important case studies.</p> <p>2.2 Be able to provide an analysis and provide the solution to real world problems.</p> <p>2.3 Be able to organize self-study and sharing information to the class.</p>	<ul style="list-style-type: none"> • Lecture and group discussion • Student-centered: Constructivist approaches • Cooperative learning: Jigsaw 	<ul style="list-style-type: none"> • Quizzes • Midterm • Final • Group reports and presentations

Learning Standards/Outcomes	Learning Activities	Learning Assessment
<p>3. Cognitive Skills</p> <p>3.1 The ability to gather and summarize information, and conduct research;</p> <p>3.2 Self-study and sharing information to the class;</p> <p>3.3 The ability to solve problems from case studies.</p>	<ul style="list-style-type: none"> • Lecture and group discussion • Student-centered: Constructivist approaches • Cooperative learning: Jigsaw 	<ul style="list-style-type: none"> • Quizzes • Midterm • Final • Group reports and presentations
<p>4. Interpersonal Skills and Responsibilities</p> <p>4.1 Be able to use interpersonal English communication skills.</p> <p>4.2 Be able to collaborate well in teams for problem solving.</p> <p>4.3 Be able to show leadership skills.</p>	<ul style="list-style-type: none"> • Lecture and group discussion • Student-centered: Constructivist approaches • Cooperative learning: Jigsaw 	<ul style="list-style-type: none"> • Quizzes • Group reports and presentations • Evaluate English skills during class

Learning Standards/Outcomes	Learning Activities	Learning Assessment
<p>5. Numerical Analysis, Communication and Information Technology Skills</p> <p>5.1 Be able to use IT to search for new knowledge and apply numerical analysis in communication with emphasis on practical and real life experiences, use statistics and mathematics to solve air transport business problems by using basic ICT skills and apply them daily.</p>	<ul style="list-style-type: none"> • Lecture and group discussion • Student-centered: Constructivist approaches • Cooperative learning: Jigsaw 	<ul style="list-style-type: none"> • Quizzes • Group reports and presentations

Section 5 Lesson Plan and Assessment

1. Lesson Plan

Week	Topic/Outline	Period	Learning Activities and Medias
1	Unit 1: Introduction to Corporate Communication Management <ul style="list-style-type: none"> • Definition • Type of Communications • Communications Theory • “Communications” Moving the Corporate Forward 	3	<ul style="list-style-type: none"> • Lecture and group discussion • Student-centered: Constructivist approaches • Cooperative learning • Group Assignment
2	Unit 2 : Corporate Communication Concept <ul style="list-style-type: none"> • Definition • Getting to know the “Organization or Corporate” • Group Discussion 	3	<ul style="list-style-type: none"> • Lecture and group discussion • Student-centered: Cooperative learning approaches • Case Study
3	Unit 3 : Corporate Reputation through Brand/Image <ul style="list-style-type: none"> • Definition • Image and reputation • Brand Influences - Individual assignment # 1	3	<ul style="list-style-type: none"> • Lecture and group discussion • Student-centered: Problem-Based learning • Cooperative learning • Individual assignment
4	Unit 4 : Corporate Identity <ul style="list-style-type: none"> • Creating Identity • Identity Concept • Developing Corporate Identity • Corporate Image Students Present Individual assignment # 1	3	<ul style="list-style-type: none"> • Lecture • Student-centered: Problem-Based learning • Cooperative learning

Week	Topic/Outline	Hours	Learning Activities and Medias
5	Unit 5 : Corporate Social Responsibility : Customer Relation Management	3	<ul style="list-style-type: none"> • Lecture and group discussion • Student-centered: Problem-Based learning and Cooperative learning approaches • Case study • Group discussion
6	Unit 6 : Integrated Communications <ul style="list-style-type: none"> • Definition • Integrated Communications tools for Brand Building and Corporate Reputation 	3	<ul style="list-style-type: none"> • Lecture and group discussion • Student-centered: Problem-Based learning and Cooperative learning approaches • Case study • Group discussion
7	Mid-term Examination	3	
8	Unit 7 : Internal Communications <ul style="list-style-type: none"> • Definition • Role & Responsibility • Communication in Organization • Employee Communications/Employee Relations Function 	3	<ul style="list-style-type: none"> • Lecture and group discussion • Student-centered: Problem-Based learning • Cooperative learning
9	Unit 8: External Communications: <ul style="list-style-type: none"> • Communicating with Mass Media • Mass Media Relations Function • Public Relations • Definition • Building relation with media • Online media strategy Students Present Individual assignment # 2	3	<ul style="list-style-type: none"> • Lecture and group discussion • Student-centered: Problem-Based learning • Cooperative learning

10	Unit 9 : External Communications: <ul style="list-style-type: none"> • Government Relations Function • Governmental Communications • Definition • Role & Responsibility 		<ul style="list-style-type: none"> • Lecture and group discussion • Case study
11	Unit 10 : External Communications: <ul style="list-style-type: none"> • Stakeholder Relations • Investment Community Communications • Investor Relations Function • Definition • Roles & responsibility 	3	<ul style="list-style-type: none"> • Lecture and group discussion • Student-centered: Problem-Based learning • Cooperative learning • Case study
12	Unit 11 : Crisis Communications Case study		<ul style="list-style-type: none"> • Lecture and group discussion • Student-centered: Problem-Based learning • Cooperative learning • Case study
13	Unit 12 : Evaluating Corporate Communication Success	3	<ul style="list-style-type: none"> • Lecture and group discussion • Student-centered: Problem-Based learning • Cooperative learning • Case study
14	Student's Presentation and Conclusion of the Class	3	<ul style="list-style-type: none"> • Presentation
15	Make Up Class	3	
16	Final Examination		

2. Learning Assessment Plan

Learning Outcomes	Assessment Activities	Time Schedule(Week)	Proportion for Assessment(%)
<p>1 Morals and Ethics</p> <p>1.1 Be able to deliver or to complete a required task at appointed time;</p> <p>1.2 Be able to do the right thing according to the values, beliefs, and principles they claim to hold;</p> <p>1.3 Be able to make decisions in business according to moral concepts and judgments.</p>	<ul style="list-style-type: none"> • Attendance • Quizzes • Student behavior 	<p>Throughout semester</p>	<p>10 %</p>
<p>2. Knowledge</p> <p>2.1 Be able to identify the proper theories and describe important case studies;</p> <p>2.2 Be able to provide an analysis and provide the solution to real world problems;</p> <p>2.3 Be able to organize self-study and sharing information to the class.</p>	<ul style="list-style-type: none"> • Quizzes • Midterm • Final • Group reports and presentations 	<p>Throughout semester</p>	<p>55 %</p>

Learning Outcomes	Assessment Activities	Time Schedule(Week)	Proportion for Assessment(%)
<p>3. Cognitive Skills</p> <p>3.1 The ability to gather and summarize information, and conduct research;</p> <p>3.2 Self-study and sharing information to the class;</p> <p>3.3 The ability to solve problems from case studies</p>	<ul style="list-style-type: none"> • Quizzes • Midterm • Final • Group reports and presentations 	<p>Throughout semester</p>	<p>20 %</p>
<p>4. Interpersonal Skills and Responsibilities</p> <p>4.1 Be able to use interpersonal English communication skills.</p> <p>4.2 Be able to collaborate well in teams for problem solving.</p> <p>4.3 Be able to show leadership skills.</p>	<ul style="list-style-type: none"> • Quizzes • Group reports and presentations • Evaluate English skills during class 	<p>Throughout semester</p>	<p>5 %</p>

Learning Outcomes	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
<p>5. Numerical Analysis, Communication and Information Technology Skills</p> <p>5.1 Be able to use IT to search for new knowledge and apply numerical analysis in communication with emphasis on practical and real life experiences, use statistics and mathematics to solve air transport business problems by using basic ICT skills and apply them daily.</p>	<ul style="list-style-type: none"> • Quizzes • Group reports and presentations 	<p>Throughout semester</p>	<p>10 %</p>

Section 6 Learning and Teaching Resources

1. Textbook and Main Documents

IATA Course Textbook (2012) *Introduction to the Airline Industry*. IATA Training and Development Institute. Canada.

Paul A. Argenti (2009) *Corporate Communication*. Singapore: McGraw-Hill.

2. Important Documents for Extra Study

Cees B.M van Riel and Charles J. Fombrun (2007) *Essentials of Corporate Communication*. USA: Routledge.

Joep. Cornelissen (2004) *Corporate Communications: Theory and Practice*. UK: TJ International Ltd.

3. Suggestion Information (Printing Materials/Website/CD/Others)

Keywords for searching:

Communications Management, Corporate Communication, English Communications

www.wikipedia.com

<http://en.wikipedia.org/wiki/Marketing>

Section 7 Course Evaluation and Improvement

1. Strategies for Course Evaluation by Students

Using survey questions to collect information from the students' opinions to improve the course and enhance the curriculum. Examples of questions:

- (1) Content objectives were made clear to the students.
- (2) The content was organized around the objectives.
- (3) Content was sufficiently integrated.
- (4) Content was sufficiently integrated with the rest of the first year curriculum.
- (5) The instructional materials used were effectively.
- (6) The learning methods appropriate assessed the students' understanding of the content.
- (7) Overall, Students are satisfied with the quality of this course.

2. Strategies for Course Evaluation by Lecturer

2.1 Lecturers team observes the class and discusses the results as follow:

- (1) The lecturer is well prepared for class sessions.
- (2) The lecturer answers questions carefully and completely.
- (3) The lecturer uses examples to make the materials easy to understand.
- (4) The lecturer stimulated interest in the course.
- (5) The lecturer made the course material interesting.
- (6) The lecturer is knowledgeable about the topics presented in this course.
- (7) The lecturer treats students respectfully.

(8) The lecturer is fair in dealing with students.

(9) The lecturer makes students feel comfortable about asking question.

(10) Course assignment is interesting and stimulating.

(11) The lecturer's use of technology enhanced learning in the classroom.

2.2 The Director /Head of program construct assessment items to evaluate four dimensions of lecturer's competencies: teachingskills, organization and presentation of materials, management of the learning environment, and teaching attitudes.

3. Teaching Revision

Lecturer revises teaching/learning process based on the results from the students' survey questions, the lecturer team's observation, and classroom research.

4. Feedback for Achievement Standards

International College Administrator Committee monitor to assessment process and Grading.

5. Methodology and Planning for Course Review and Improvement

(1) Revise and develop course structure and process every two years.

(2) Assign different lecturers to teach this course to enhance students' performance.