



TQF 3

Bachelor's Degree

Master's Degree

TQF.3 Course Specification

Course Code:	IAL 3211
Course Title:	Corporate Communication Management
Credits:	3(2-2-5)
Program:	Bachelor degree, Airline Business, International College Suan Sunandha Rajabhat University (SSRUIC)
Semester:	1 Academic Year: 2017

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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, 2017

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

Corporate communication management on aviation productivity, media relations, corporate events, corporate media relations, corporate affairs, barter agreement. Organization's mission, vision and value to stakeholders. Integrative communication structure linking stakeholders to organization. Strategically corporate communication and types of communication.

การสื่อสารในองค์กรเกี่ยวกับการผลิตการบินความสัมพันธ์กับสื่อกิจกรรมขององค์กรความสัมพันธ์กับสื่อมวลชนองค์กรธุรกิจของบริษัท ข้อตกลงการแลกเปลี่ยนการกิจวิสัยทัศน์และคุณค่าขององค์กรต่อผู้มีส่วนได้เสีย โครงสร้างการสื่อสารแบบบูรณาการที่เชื่อมโยงผู้มีส่วนได้เสียกับองค์กร การสื่อสารในองค์กรเชิงกลยุทธ์และรูปแบบการสื่อสาร

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

Lecture	Practice/ Field Work/Internship	Self-Study	Remedial Class
48 hours	2 hours	5 hours/weeks	2+ (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 to complete a required task at the appointed 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 in airline business according to moral concepts and judgments.

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 air transport business services and activities and describe important case studies,
- (2) Be able to provide an analysis and provide the solution to real world problems,
- (3) Be able to use airline business knowledge integrated with other disciplines.

2.2 Teaching Strategies

- (1) Use Problem-based learning,
- (2) Use cooperative learning techniques,
- (3) Invite guest speaker who is an expert in real world business

2.3 Evaluation Strategies

- (1) Test, midterm, and final exam,
- (2) A group project,
- (3) Class Presentation.

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) Allow students with work in unfamiliar situation with new team members,
- (2) Practice business manner and how to deal with customers,
- (3) Use advance business English to communicate in class and with lecturers.

4.3 Assessment Strategies

- (1) How students participate in teamwork,
- (2) How students use advance business English in their presentation.

5. Numerical Analysis, Communication and Information Technology Skills

5.1 Numerical Analysis, Communication and Information

Technology to be developed

- (1) Be able to use basic ICT skills and apply them to daily life,
- (2) Be able to use statistics and mathematics to solve business problems
- (3) Be able to use ICT in the work place and apply numerical analysis in communication i.e. fare and ticketing, check-in, e-passport

5.2 Teaching Strategies

- (1) Use case studies that allow students to implement their knowledge of statistics and mathematics to solve problems
- (2) Use activities such as encouraging students to show their work in an exhibition.
- (3) Students will form a team and do the group projects that require two-way communication and develop their social skills.

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)

Section 5 Lesson Plan and Assessment

1. Lesson Plan

Week	Topic/Outline	Period	Learning Activities and Medias	Lecturer
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 	<ul style="list-style-type: none"> • Ms. Kanittha Charernnit
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 	<ul style="list-style-type: none"> • Ms. Kanittha Charernnit
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 	<ul style="list-style-type: none"> • Ms. Kanittha Charernnit
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 	<ul style="list-style-type: none"> • Ms. Kanittha Charernnit

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: teaching skills, 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.

Curriculum Mapping Illustrating the Distribution of Program Standard Learning Outcomes to Course Level

Courses	1. Morals and Ethics	2. Knowledge			3. Cognitive Skills			4. Interpersonal Skills and Responsibility			5. Numerical Analysis, Communication and Information Technology Skills				
Course Category: Business Major Course	● Major Responsibility									○ Minor Responsibility					
	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3
Course Code: IAL3211 Course Title: Corporate Communication Management	●	○	○	●	○	○	●	●	○	○	●	○	●	○	○