



Course Code : IAC 3212

Course Title : Corporate Communication Management

Credits : 3 (3-0-6)

Semester /Academic Year : 1/2020

Students : Bachelor of Arts Program in Airline Business

Lecturer(s) : Mr. Theppaluk Komolvanij

International College, SuanSunandhaRajabhat University

Course Report

Institution : Suan Sunandha Rajabhat University

Campus/Faculty/Department : International College, Airline Business

Section 1: General Information

1. Course Code and Title :

IAC 3212 Corporate Communication Management

2. Pre-requisite (if any) :

None

3. Faculty Member(s) Teaching the Course and Sections

Mr. Theppaluk Komolvaniij

Sections: 1

4. Semester and Academic Year

Semester 1, Academic Year 2020

5. Venue

International College, Suan Sunandha Rajabhat University, Nakhonpathom Campus

Section 2 : Actual Teaching Hours Compared with Teaching

Hours Specified in the Teaching Plan

1. Number of actual teaching hours compared with the teaching plan

| Topics | No. of teaching hours in the plan | No. of actual teaching hours | Reason(s) (in case the discrepancy is more than 25%) |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------|-------------------------------------|-------------------------------------------------------------|
| Unit 1: Introduction to Corporate Communication Management <ul style="list-style-type: none"> - Definition - Type of Communications - Communications Theory - “Communications” Moving the Corporate Forward - Getting to know the “Organization or Corporate” | 3 | 3 | - |
| Unit 2 : Corporate Reputation through Brand/Image <ul style="list-style-type: none"> • Definition • Image and reputation - Brand Influences | 3 | 3 | online |
| Unit 3 : Corporate Identity <ul style="list-style-type: none"> • Creating Identity • Identity Concept • Developing Corporate Identity - Corporate Image | 3 | 3 | - |
| Unit 4 : Corporate Social Responsibility <ul style="list-style-type: none"> • Customer Relation Management | 3 | 3 | online |
| Unit 5 : Integrated Communications <ul style="list-style-type: none"> • Definition • Integrated Communications tools for Brand Building and Corporate Reputation | 3 | 3 | - |

| | | | |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|-----------|--------|
| Unit 6 : Internal Communications <ul style="list-style-type: none"> • Definition • Role & Responsibility • Communication in Organization - Employee Communications/Employee Relations Function | 3 | 3 | - |
| Unit 7 : External Communications: <ul style="list-style-type: none"> • Communicating with Mass Media • Mass Media Relations Function • Public Relations • Building relation with media • Online media strategy • Government Relations Function - Stakeholder / Investor Relations Function | 3 | 3 | online |
| Unit 8 : Crisis Communications - Case study | 3 | 3 | - |
| Unit 9 : Crisis Communications Presentation on case study: Airlines Crisis Communications | 3 | 3 | - |
| Unit 10 : Evaluating Corporate Communication Success | 3 | 3 | online |
| • Conclusion | 6 | 6 | - |
| • Make-up class | 3 | 3 | - |
| • Midterm and Final Test | 6 | 6 | - |
| Total | 45 | 45 | - |

2. Topics that couldn't be taught as planned

| Topics that couldn't be taught (if any) | Significance of the topics that couldn't be taught | Compensation |
|-----------------------------------------|----------------------------------------------------|--------------|
| - | - | - |

3. Effectiveness of the teaching methods specified in the Course Specification

| Learning Outcomes | Teaching methods specified in the course specification | Effectiveness (Use ✓) | | Problems of the teaching method(s) (if any) and suggestions |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------|----|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | | Yes | No | |
| <p>1. Morals and Ethics</p> <p>1. Be able to deliver or to complete a required task at appointed time.</p> <p>2. Be able to do the right thing according to the values, beliefs and principles they claim to hold.</p> <p>3. Be able to make decisions in business according to moral concepts and judgments.</p> | <p>1. Activities that require students to practice being punctual and no tardiness.</p> <p>2. Learn the consequences of plagiarism.</p> <p>3. Learn how to work as a Team, trustworthy, and responsibility.</p> <p>4. Students help to prevent cheating in classroom and during examinations.</p> | ✓ | - | <p>1. Some students were arriving late for class, teaching them and giving some more assignments to practice.</p> |
| <p>2. Knowledge</p> <p>1. Be able to understand the theories and important case studies taught.</p> <p>2. Be able to provide an analysis and provide the solution to real world problems.</p> <p>3. Be able to use knowledge integrated with other disciplines.</p> | <p>1. Direct instruction</p> <p>2. Student-centered: Cooperative learning</p> <p>3. Problem solving</p> <p>4. Case Study</p> <p>5. Individual Practicing</p> <p>6. Group discussion</p> <p>7. Group Performance</p> <p>8. Questions and answers</p> | ✓ | - | <p>- Some students have extremely limited ability in English, assigned to read aviation news and report in class.</p> <p>- Need an extra attention in class individually in some topic.</p> |

| | | | | |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|----------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>3. Cognitive Skills</p> <ol style="list-style-type: none"> 1. Be able to gather and summarize information, and report. 2. Be able to do self-study and sharing information to the class. 3. Be able to solve problems from case studies. | <ol style="list-style-type: none"> 1. Case Study 2. Brainstorming | <p>✓</p> | <p>-</p> | <ul style="list-style-type: none"> - Students need to read more about English article. - Encourage students to use any technologies with WIFI access to attain the information. |
| <p>4. Interpersonal Skills and Responsibilities</p> <ol style="list-style-type: none"> 1. Be able to communicate with foreigners in English and another language. 2. Be able to use English to solve problems. 3. Be able to initiate some new ideas and have leadership. | <ol style="list-style-type: none"> 1. Group discussion 2. Group performance | <p>✓</p> | <p>-</p> | <ul style="list-style-type: none"> - Use team learning and students to do group presentation with different role of duties assigned as a ‘Airline Crisis Communication’ |
| <p>5. Numerical Analysis, Communication and Information Technology Skills</p> <ol style="list-style-type: none"> 1. Be able to use ICT skills and apply them. 2. Be able to use ICT in the work place and apply numerical analysis in communication. | <ol style="list-style-type: none"> 1. Students present their work by using interpersonal skills and technology. 2. Students present their work by using proper terminologies of Airline communication in English. 3. Students use all technologies to solve the problems during Teamwork assignments. | <p>✓</p> | <p>-</p> | <ul style="list-style-type: none"> - Use team learning as an example. |
| <p>6. Learning Management Skills</p> <ol style="list-style-type: none"> 1. Be able to use learning skills and apply them to solve the problem. | <ol style="list-style-type: none"> 1. Group research. 2. Group performance. | <p>✓</p> | <p>-</p> | <ul style="list-style-type: none"> - Students are unable to manage for time-being as much accurate. |

4. Suggestions for Improving Teaching Methods

The students should be more educated in responsibility for their life in all aspects by teaching more about morality, on-time related issues, article reading and teamwork planning. Also, in English communication, should be more practicing both speaking and reading.

Section 3 : Course Outcomes

- 1. Number of registered students : 28
- 2. Number of students at the end of semester : 28
- 3 Number of students who withdrew (W) : 0

4. Grade distribution

| Grade | No. of students | Percentage |
|----------------|-----------------|------------|
| A | 6 | 21.4 |
| A- | 7 | 25.0 |
| B+ | 8 | 28.6 |
| B | 5 | 17.9 |
| B- | 2 | 7.1 |
| C+ | - | - |
| C | - | - |
| C- | - | - |
| D+ | - | - |
| D | - | - |
| D- | - | - |
| F | - | - |
| Incomplete (I) | - | - |

5. Factors causing unusual distribution of grades (If any)

N/A

6. Discrepancies in the evaluation plan specified in the Course Specification

6.1 Discrepancy in evaluation time frame

| Details of Discrepancy | Reasons |
|------------------------|---------|
| - | - |

6.2 Discrepancy in evaluation methods

| Details of Discrepancy | Reasons |
|------------------------|---------|
| - | - |

7. Verification of students' achievements

| Verification Method(s) | Verification Result(s) |
|--------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------|
| 1. Individual presentation was assigned to testing on Interpersonal skills, English speaking, Pronunciation and Presentation skills. | 1. Most of the students were having a problem about pronunciation and unable to speak clearly. |

| | |
|----------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>2. Group performance were testing on Teamwork, English conversation and Interpersonal skills to solve the problems.</p> | <p>2. Most of the students were able to deliver the main message related what they have read and presented in their own idea. 3. Group presentation were successfully in teamwork, cooperation, solving problems in team.</p> |
|----------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

Section 4 : Problems and Impacts

1. Teaching and learning resources

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|--------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
| <p>Teaching Problems: Covid-19 Pandemic attack and unstable situation</p> | <p>Impacts on students' learning : Change to online-teaching 4 times</p> |
| <p>Learning Resources Problems: Change to online-teaching</p> | <p>Impacts on students' learning : Students lack of attention</p> |

2. Administration and organization

| | |
|----------------------------------------------------|-----------------------------------------------------|
| <p>Problems from administration N/A</p> | <p>Impacts on students' learning N/A</p> |
| <p>Problems from organization N/A</p> | <p>Impacts on students' learning N/A</p> |

Section 5 : Course Evaluation

1. Results of course evaluation by students

1.1 Important comments from evaluation by students

All aspects of knowledge were able to be used in the future as in the Airline service career. They need more exercise in crisis communication details but not too hard.

1.2 Faculty members' opinions on the comments in 1.1

Agreed to get more exercise.

2. Results of course evaluation by other evaluation methods

2.1 Important comments from evaluation by other evaluation methods

Students evaluated team by themselves, they were happy to do so.

2.2 Faculty members' opinions on the comments in 2.1

Agreed.

Section 6 : Improvement Plan

1. Progress of teaching and learning improvement recommended in the previous Course Report

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|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Improvement plan proposed in Semester 2 Academic year 2020 1. More practices with real situations. 2. More practices on conversation. 3. More practices on Airlines details. 4. Preparation for the Online Course | Results of the plan implementation (In case no action was taken nor completed, reasons must be provided.) 1. Preparation for the Online Course, 2/2020 replace with 60% F2F, 40% online. |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

2. Other improvements

N/A

3. Suggestions for improvement for Semester 2 Academic year 2019

| Suggestions | Time Frame | Responsible person |
|----------------------------------------------------------------------------------------------------------------|------------|--------------------------|
| More practices with situations / conversations / English Daily conversation in office life / Crisis case study | Jan 2021 | Mr.Theppaluk Komolvaniij |

Suggestions of faculty member(s) responsible for the course

More practices on English speaking for schedule planning discussion with the students on free time.

Responsible Faculty Member/Coordinator:

Mr. Theppaluk Komolvaniij

Signature..... Submission Date 14/12/2020

Chairperson/Program Director: Ms.Kanittha Charernnit

Signature..... Receipt Date 14/12/2020