Enterprise Communication Management

2018 2019
Enterprise Communication Management

is a course

of the second level degree on

Economics and Communication for Management and Innovation

- area LM-77 Economic and Business Sciences -

This course belongs to the scientific field

SPS/08 – Sociology of Culture and Communication

 cfu: 12

 hours: 96
The course Enterprise Communication Management is divided into two modules:

part 1

CORPORATE COMMUNICATION

Gaia Peruzzi

gaiaperuzzi@uniroma1.it

24 h - 3 cfu

part 2

DIGITAL AND WEB COMMUNICATION

Giuliana Baldo Chiaron

giulianabaldochiaron@uniroma1.it

72 h - 9 cfu
GOALS

This course is aimed at providing a comprehensive and up-to-date treatment of the enterprise communication management, and at equipping students with an understanding of the concepts and tools of corporate communication.
COMPETENCES

By the end of the course students will learn about the following:

• **the historical emergency and the strategic role of communication** in contemporary enterprises and in promoting processes of social and cultural innovation.

• **the key issues defining the traditional area of corporate communication** *(advertising, public relations, branding, media relations, organizational communication, CSR).*

• **the key issues and perspectives of specific disciplines and emerging areas of enterprise communication** *(social media, crisis communication, brand journalism, intercultural communication).*

• professional skills to **analyze and manage communication** issues in organizations.

• professional writing and public speaking skills.
TIMETABLE

Monday h. 16-19 classroom Aula 8 Multimediale
Tuesday h. 14-16 classroom Aula 8 Multimediale
Thursday h. 16-18 classroom Aula 8 Multimediale
Friday h. 14-16 classroom Aula 8 Multimediale
Corporate Communication

Gaia Peruzzi
THE COURSE ON LINE

Since 2012 Sapienza has opened a platform hosting the online edition of many courses:

https://elearning.uniroma1.it/

To access, students have to use the same username and password they use in Infostud.

The course (part 1) 2018 2019 is open on Elearning Sapienza!

All the information concerning this module will be published in the online course. It is strongly recommended to all the students to enroll to the online course.
Part 1 - PROGRAMME

- **Presentation of the Course** (Modules 1 and 2):
- **Corporate communication**: basic dictionary on communication; identity, branding, reputation.
- **Internal Communication**: multiculturalism into organizations; Diversity Management.
Part 1 – MODE OF TEACHING

- whole-class lessons
- interactive lessons
- class discussions
- classework
- case-studies
- reading and writing of professional texts
- fake exams
Part 1 – KEY-TEXTS


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EVALUATION

There is an unique final note for the course, corresponding with 12 cfu, including the evaluations made by the two teachers of the course.

The final note will be registered on Infostud.

EVALUATION PART 1

Written and oral final exam.

Students attending class could integrate the final vote with the evaluations gained in the midterm exam, in classworks and homeworks, in fake exam.
Joep Cornelissen. Professor of Corporate Communication and Management at the Rotterdam School of Management, Erasmus University.

Corporate Communication. A Guide to Theory & Practice, Sage (IV edition or further)
The book intends «to provide a comprehensive and up-to-date treatment of the subject of corporate communication».

It «incorporates current thinking and developments on the topic, from both the academic and practitioner worlds, combining a comprehensive theoretical foundation with numerous practical guidelines and insights to assist managers in their day-to-day work and in their strategic and tactical communication decisions». 
Gaia Peruzzi

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of Coris, the Department of Communication and Social Research

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office hours
by email appointment
Research interests

communication for organizations
media relations, press office, professional writing,
communication for non profit organizations,
identity and culture of Third Sector,
representation of social issues

culture, media and migration
media and diversities,
interculturality,
gender questions
Raffaele Lombardi

Research Fellow
in Sociology of Culture and Communication (SPS/08)
of Coris – Department of Communication and Social Research

Research interests
Communication for organizations (specific attention to no profit and universities organizations);
Communication of social themes; leadership and gender issues in organizations.

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