

SYLLABUS

1. Information regarding the program

1.1 Higher education institution	University of Oradea
1.2 Faculty	Faculty of Economic Sciences
1.3 Department	Business and Economics Department
1.4 Field of study	Business Administration
1.5 Cycle of study	Cycle II – Master
1.6 Program of study /Degree	Business Administration/Master Degree

2. Information regarding the discipline

2.1 Name of discipline	Corporate Communication						
2.2 Course titleholder	Associate Professor Mirabela-Constanța MATEI, Ph.D.						
2.3 Seminar titleholder	Associate Professor Mirabela-Constanța MATEI, Ph.D.						
2.4 Year of study	I	2.5 Semester	1	2.6 Type of assessment	Ex	2.7 Type of discipline	I

(I) Compulsory; (O) Elective; (F) Facultative

3. Estimated total time (hours/semester of activities)

3.1 Number of hours/week	2	out of which: 3.2 course	1	3.3 seminar	1
3.4 Total of hours in the Curriculum	28	out of which: 3.5 course	14	3.6 seminar	14
Distribution of hours:					
Studying the workbook, course book, bibliography and notes					42
Supplementary documentation in the library, on electronic specialty sites and in the field					30
Preparing seminars/laboratories, themes, projects, portfolios and essays					30
Tutorship					10
Assessment activities					10
Other activities.....					
3.7 Total hours of individual study	122				
3.9 Total hours/semester	150				
3.10 Number of credits	6				

4. Pre-requisites (if applicable)

4.1 Curriculum	n.a.
4.2 Skills	n.a.

5. Conditions (if applicable)

5.1. concerning the course activities	Internet connection, laptop/tablet/PC, microphone
5.2. concerning the seminar/laboratory activities	Internet connection, laptop/tablet/PC, microphone

6. Specific skills acquired

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Professional skills	C1, C2, C3, C4, C6
Transversal Skills	CT1, CT3

7. Objectives of discipline (resulting from the grid of specific skills acquired)

7.1 General objective of discipline	<ul style="list-style-type: none"> Acquiring essential skills on the theory and practice of corporate communications
7.2 Specific objectives	<ul style="list-style-type: none"> Understanding the basics of corporate communications to keep pace with technology, international strategy. Developing a structured approach to planning, implementing, assessing, and improving management strategy for all types of organization. Understanding the trends in corporate communications Acquiring skills for practical corporate communication.

8. Contents

8.1 Course (C)	Teaching methods	Observations
8.1.1. Circumscribing Corporate Communications: Theory and Practice (2 hours)	Case studies, Online Lecture, problem-solving, debate, deduction	
8.1.2. Corporate Communications in Historical Perspective: Marketing, Public Relations and Corporate Communications (2 hours)		
8.1.3. Corporate Communications in Theoretical Perspective: Stakeholders, Identity and Reputation (2 hours)		
8.1.4. Communications Strategy: Theory and Practice (2 hours)		
8.1.5. The Organization of Communications: Theory and Practice (2 hours)		
8.1.6. Communications Practitioners: Theory and Practice (2 hours)		
8.1.7. The Future of Corporate Communications (2 hours)		
Bibliography <ol style="list-style-type: none"> Joep Cornelissen, Corporate Communications Theory and Practice, 5th Edition, SAGE Publications, 2017 Naomi Langford-Wood and Brian Salter, Critical Corporate Communications A Best Practice Blueprint, John Wiley & Sons, 2002 Paul A. Argenti and Courtney M. Barnes, Digital Strategies for Powerful Corporate Communications, McGraw-Hill, 2009. 		
8.2 Seminar (S)	Teaching methods	Observations
8.2.1. Theory and practice perspectives on corporate communications (2 hours)	Case studies, on-line research, questioning, debate, deduction, applications, examples	
8.2.2. Corporate communications and communications management (2 hours)		
8.2.3. Understanding reputation and corporate communications (2 hours)		
8.2.4. Making strategy: the process and practice of communications strategy (2 hours)		
8.2.5. Perspectives on communications organization		

(2 hours)		
8.2.6. The roles and practices of communications practitioners (2 hours)		
8.2.7. The Future of Corporate Communications (2 hours)		
Bibliography:		
1. Joep Cornelissen, Corporate Communications Theory and Practice, 5 th Edition, SAGE Publications, 2017		
2. Naomi Langford-Wood and Brian Salter, Critical Corporate Communications A Best Practice Blueprint, John Wiley & Sons, 2002.		
3. Paul A. Argenti and Courtney M. Barnes, Digital Strategies for Powerful Corporate Communications, McGraw-Hill, 2009.		

9. Corroboration of the contents of the discipline with the expectations of the epistemic community, professional associations and employers representing the field of study of the program

- Understanding the basics of corporate communications to keep pace with technology and international strategies.

10. Assessment

Type of activity	10.1 Assessment criteria	10.2 Assessment methods	10.3 Percentage of the final grade
10.4 Course (C)	Understanding the content of the course	Case study – to be solved online on the e.uoradea.ro platform	50 percent
10.5 Seminar (S)	Ability to apply and correlate different concepts of corporate communications	Research and evaluation of assignments posted on the e.uoradea.ro in compliance with the specified deadlines evaluation of assignments	50 percent
10.6 Laboratory (L)			
10.7 Project (P)			
10.8 Practical works (P)			
10.9 Minimum performance standard			
<ul style="list-style-type: none"> • Knowledge and understanding of the course content at the level of essential ideas • Obtaining at least 5 points (out of 10) for the work presented at the seminar • Obtaining at least 5 points (10) as a final grade. 			

Date

Course titleholder:

Seminar titleholder:

25.09.2020

Associate Professor Mirabela-Constanța
MATEI, PhD.
E-mail address: mmatei@uoradea.ro

Associate Professor Mirabela-Constanța MATEI,
Ph.D.
E-mail address: mmatei@uoradea.ro

**Director of Department,
Associate Professor Maria-Madela ABRUDAN, PhD
Associate Professor Dorin BĂC, PhD**

**Date of
approval in
the**

Contact data:

University of Oradea, Faculty of Economic Sciences, Management-Marketing Department
Universității 1, Building Corp E, floor 1, room E118

Department Zip code 410087, Oradea, Bihor, Romania
Tel.: 0259-408796;
28.09.2020 E-mail: steconomice@uoradea.ro
Web page: <http://steconomiceuoradea.ro>

Dean,

**Date of
approval in
The
Council of
the Faculty
of
Economic
Sciences:**

Professor Alina BĂDULESCU, PhD

30.09.2020

Contact data:

University of Oradea, Faculty of Economic Sciences
Universității 1
Zip code 410087, Oradea, Bihor, Romania
Tel.: 0259-408109; Fax: 0259-408409
E-mail: steconomice@uoradea.ro
Web page: <http://steconomiceuoradea.ro>