

## Profile project: Corporate Communication: Reputation and Stakeholders

Title	Profile project: Corporate Communication: Reputation and Stakeholders
Semester	F2023
Master programme in	Media and Communication
Type of activity	Project
Teaching language	English
Study regulation	Read about the Master Programme and find the Study Regulations at <a href="http://ruc.dk">ruc.dk</a>

### REGISTRATION AND STUDY ADMINISTRATIVE

Registration	<p>Sign up for study activities at <a href="#">STADS Online Student Service</a> within the announced registration period, as you can see on the <a href="#">Study administration homepage</a>.</p> <p>Registration for project-exam: Please remember to confirm your registration by signing up for exam as a group when the group formation is final. The registration is through <a href="#">STADS Online Student Service</a></p> <p>When signing up for study activities, please be aware of potential conflicts between study activities or exam dates.</p> <p>The planning of activities at Roskilde University is based on the recommended study programs which do not overlap. However, if you choose optional courses and/or study plans that goes beyond the recommended study programs, an overlap of lectures or exam dates may occur depending on which courses you choose.</p>
Number of participants	
ECTS	20
Responsible for the activity	Prins Marcus Valiant Lantz ( <a href="mailto:pmvl@ruc.dk">pmvl@ruc.dk</a> )
Head of study	Chris Peters ( <a href="mailto:cpeters@ruc.dk">cpeters@ruc.dk</a> )
Teachers	
Study administration	IKH Registration & Exams ( <a href="mailto:ikh-exams@ruc.dk">ikh-exams@ruc.dk</a> )
Exam code(s)	U60314

### ACADEMIC CONTENT

Overall  
objective

The project Corporate Communication: Reputation and Stakeholders is a problem-oriented, exemplary, participant-driven, and group-based activity, where the student develops and documents knowledge, skills, and competencies to work with a defined, self-chosen, professional problem with a focus on corporate communication, defined as the strategic management of organizations' integrated communication with their stakeholders.

The project aims to provide the student with the theoretical, methodological, and practical and practical knowledge, skills, and competencies within strategic communication and corporate branding, including issue, reputation, and stakeholder relations management. These qualifications enable the student to analyse, prepare, implement, evaluate, and discuss corporate communication activities. The project must include a concrete digital communication product developed by the student, as well as a theoretically based account of the strategic and practical considerations in connection with its planning and preparation. Emphasis is placed on the fact that the linguistic and visual presentation corresponds to the purpose and choice of media, including compliance with normal formal requirements with regard to grammar and spelling.

The project work is supported by guidance and a number of activities that introduce and train the student in developing corporate communication strategies, as well as managing and designing concrete communication initiatives alert to stakeholder and reputation management.

The project report must be based on relevant, academic literature of at least 1000 pages.

Detailed  
description of  
content

Course  
material and  
Reading list

Overall plan  
and expected  
work effort

The project work is organized as group work with guidance, which is supplemented by project support workshops. The workshop work and supervision are organized in such a way that these activities can take place together on campus two days a week, providing an opportunity to meet the 2nd semester students from the other academic profiles. There will also be a number of guest lectures and other joint professional activities on these days.

The total study effort for the student (ECTS points converted into hours, 20 ECTS x 27 hours) = 540 hours. The hours are divided as follows:

- Project and group formation: 20 hours
- Workshop activities (preparation, attendance, and summarizing): 120 hours
- Supervision meetings (including preparation and feedback): 30 hours
- Oral exam (including preparation): 20 hours
- Project work, both in group and independently (including literature search, empirical work, group meetings, reading, preparation of working documents, and writing report): 360 hours
- Other activities (Semester start, guest lectures, etc.): 20 hours

Format	In principle, teaching activities take place on campus. The teaching can be arranged so that one or more activities take place elsewhere than at Roskilde University. This can also be online.
Evaluation and feedback	
Programme	
<b>ASSESSMENT</b>	
Overall learning outcomes	<p>At the end of the project work, the student is able to:</p> <ul style="list-style-type: none"> <li>• Demonstrate knowledge of various research-based approaches to corporate communication as an academic discipline and an organizational practice</li> <li>• Understand and discuss the ethical challenges and societal impact of corporate communication, such as, but not limited to, CSR, sustainability, and diversity</li> <li>• Identify relevant empirical phenomena, establish problem-oriented research questions, and apply relevant methods to analyse corporate communication, stakeholder relations, issues, reputation, and corporate branding practices.</li> <li>• Plan, implement, and evaluate different dimensions within corporate communication.</li> <li>• Present a mediated communication problem and solution to both peers and non-specialists in a professionally precise and clear way, with the use of well-chosen forms of communication.</li> <li>• Take responsibility for your own professional development and engage professionally in interdisciplinary collaboration with others, including any practitioners.</li> <li>• Independently initiate and manage complex, project-based production and collaboration processes.</li> </ul>
Form of examination	<p>Oral project exam in groups with individual assessment</p> <p>Permitted group size: 2-6 students.</p> <p>The character limits of the project report are:  For 2 students: 84,000-108,000 characters, including spaces.  For 3 students: 96,000-120,000 characters, including spaces.  For 4 students: 108,000-139,200 characters, including spaces.  For 5 students: 120,000-144,000 characters, including spaces.  For 6 students: 132,000-156,000 characters, including spaces.  The character limits include the cover, table of contents, summary, bibliography, figures and other illustrations, but exclude any appendices.</p> <p>The project report must include a summary and a communication product or documentation hereof. The summary and the communication product are part of the assessment.</p> <p>Time allowed for exam including time used for assessment is for:  2 students: 60 minutes.  3 students: 75 minutes.  4 students: 90 minutes.  5 students: 105 minutes.  6 students: 120 minutes.</p> <p>Writing and spelling skills in the project report are part of the assessment.</p>

	<p>Permitted support and preparation materials at the oral exam: All</p> <p>Assessment: 7-point grading scale. Moderation: Internal co-assessor.</p>
Form of Re-examination	Samme som ordinær eksamen / same form as ordinary exam
Type of examination in special cases	
Examination and assessment criteria	<p>The exam is an oral group exam. It is based on the written project report and begins with a presentation from each student, with a maximum of 5 minutes per student. The examiner can ask short, clarifying questions after each presentation. On the basis of both the presentation and the project report, the examination then takes place as a conversation between the students, examiner, and external examiner about the project report's area of study and associated literature.</p> <p>In the assessment of the written report, emphasis is placed on the extent to which the student(s) demonstrate the ability to:</p> <ul style="list-style-type: none"> <li>• Communicate professional knowledge of corporate communication in terms of its impacts on reputation and stakeholders.</li> <li>• Formulate a relevant, academic basis to investigate a course-specific problem in corporate communication and illustrate this through production and dissemination of a strategically targeted and context-specific, corporate communication-based solution.</li> <li>• Translate insights from empirical data and analysis into a concrete communication product that is developed, disseminated, justified, and assessed in relation to the specific problem identified.</li> <li>• Formulate themselves correctly, precisely, and conceptually clearly, including being able to summarize the project report's content, arguments, and conclusion in a short and precise summary.</li> </ul> <p>In the assessment of the specific digital communication product, emphasis is placed on the extent to which:</p> <ul style="list-style-type: none"> <li>• The developed product addresses the project's problem formulation</li> <li>• The student(s) can select and justify relevant criteria to evaluate the product in relation to its intended purpose</li> <li>• The product is innovative in relation to existing, comparable alternatives.</li> </ul> <p>In the assessment of the oral aspect of the exam, emphasis is placed on the extent to which the student(s) demonstrate the ability to:</p> <ul style="list-style-type: none"> <li>• Identify and critically reflect on the sociocultural role, significance, and value of corporate communication</li> <li>• Present research-based knowledge about and suggestions for corporate communication-based solutions in a professionally precise and clear way and with the use of well-chosen forms of mediated communication</li> <li>• Enter into a conceptually-informed conversation and discussion on the basis of the written project report and the concrete communication product</li> <li>• Describe one's own and other actors' role in the process, thereby establishing one's ability to independently initiate and</li> </ul>

manage complex, project-based production and collaboration processes  
An overall assessment is made based on the written and oral components of the exam, as well as the digital communication product.

Exam code(s)    Exam code(s) : U60314

Course days:

Hold: 1

### **Project: Corporate Communication: Reputation and Stakeholders - Thursday Talk (KOMM)**

time	09-02-2023 12:15 til 09-02-2023 14:00
forberedelsesnorm	ikke valgt
forberedelsesnorm D-VIP	ikke valgt
location	25.2-035 - auditorie 25 (145)

### **Project: Corporate Communication: Reputation and Stakeholders - Projectworkshop (KOMM)**

time	10-02-2023 08:15 til 10-02-2023 12:00
forberedelsesnorm	ikke valgt
forberedelsesnorm D-VIP	ikke valgt
location	40.3-25 - undervisningslokale (50)
Teacher	Prins Marcus Valiant Lantz ( pmvl@ruc.dk )

### **Project: Corporate Communication: Reputation and Stakeholders - Group Formation (KOMM)**

time	02-03-2023 08:15 til 02-03-2023 12:00
forberedelsesnorm	ikke valgt

forberedelsesnorm D-VIP	ikke valgt
location	44.3-40 - teorilokale (70)
Teacher	Prins Marcus Valiant Lantz ( pmvl@ruc.dk )

## **Project: Corporate Communication: Reputation and Stakeholders - Thursday Talk (KOMM)**

time	02-03-2023 12:15 til 02-03-2023 14:00
forberedelsesnorm	ikke valgt
forberedelsesnorm D-VIP	ikke valgt
location	41.1-14 - biograf 41.1 (152)

## **Project: Corporate Communication: Reputation and Stakeholders - Group Formation (KOMM)**

time	03-03-2023 08:15 til 03-03-2023 12:00
forberedelsesnorm	ikke valgt
forberedelsesnorm D-VIP	ikke valgt
location	40.3-25 - undervisningslokale (50)
Teacher	Prins Marcus Valiant Lantz ( pmvl@ruc.dk )

## **Project: Corporate Communication: Reputation and Stakeholders - Projectworkshop (KOMM)**

time	09-03-2023 08:15 til 09-03-2023 12:00
forberedelsesnorm	ikke valgt
forberedelsesnorm D-VIP	ikke valgt
location	44.3-40 - teorilokale (70)
Teacher	Prins Marcus Valiant Lantz ( pmvl@ruc.dk )

## Project: Corporate Communication: Reputation and Stakeholders - Thursday Talk (KOMM)

time	09-03-2023 12:15 til 09-03-2023 14:00
forberedelsesnorm	ikke valgt
forberedelsesnorm D-VIP	ikke valgt
location	41.1-14 - biograf 41.1 (152)

## Project: Corporate Communication: Reputation and Stakeholders - Projectworkshop (KOMM)

time	16-03-2023 08:15 til 16-03-2023 16:00
forberedelsesnorm	ikke valgt
forberedelsesnorm D-VIP	ikke valgt
location	46.2-042 - teorirum 46.2 (90)
Teacher	Prins Marcus Valiant Lantz ( pmvl@ruc.dk )

## Project: Corporate Communication: Reputation and Stakeholders - Projectworkshop (KOMM)

time	17-03-2023 08:15 til 17-03-2023 12:00
forberedelsesnorm	ikke valgt
forberedelsesnorm D-VIP	ikke valgt
location	46.2-042 - teorirum 46.2 (90)
Teacher	Prins Marcus Valiant Lantz ( pmvl@ruc.dk )

## Project: Corporate Communication: Reputation and Stakeholders - Projectworkshop (KOMM)

time	20-04-2023 08:15 til 20-04-2023 12:00
forberedelsesnorm	ikke valgt
forberedelsesnorm D-VIP	ikke valgt
location	44.3-40 - teorilokale (50)

Teacher

Prins Marcus Valiant Lantz ( pmvl@ruc.dk )

## Project: Corporate Communication: Reputation and Stakeholders - Thursday Talk (KOMM)

time 20-04-2023 12:15 til  
20-04-2023 14:00

forberedelsesnorm ikke valgt

forberedelsesnorm D-VIP ikke valgt

location 41.1-14 - biograf 41.1 (152)

## Project: Corporate Communication: Reputation and Stakeholders - Projectworkshop (KOMM)

time 02-05-2023 08:15 til  
02-05-2023 12:00

forberedelsesnorm ikke valgt

forberedelsesnorm D-VIP ikke valgt

location 44.3-40 - teorilokale (70)

Teacher Prins Marcus Valiant Lantz ( pmvl@ruc.dk )

## Project: Corporate Communication: Reputation and Stakeholders - Projectworkshop (KOMM)

time 04-05-2023 08:15 til  
04-05-2023 12:00

forberedelsesnorm ikke valgt

forberedelsesnorm D-VIP ikke valgt

location 44.3-40 - teorilokale (70)

Teacher Prins Marcus Valiant Lantz ( pmvl@ruc.dk )

## Project: Corporate Communication: Reputation and Stakeholders - Project workshop (KOMM)

time 23-05-2023 08:15 til  
23-05-2023 12:00

forberedelsesnorm ikke valgt



forberedelsesnorm D-VIP	ikke valgt
location	44.2-40 - theory room (70 fordelt m.60bord/stol og 10 kun stol)
Teacher	Prins Marcus Valiant Lantz ( pmvl@ruc.dk )

## **Project: Corporate Communication: Reputation and Stakeholders - Hand-in (KOMM)**

time	01-06-2023 10:00 til 01-06-2023 10:00
forberedelsesnorm	ikke valgt
forberedelsesnorm D-VIP	ikke valgt

## **Project: Corporate Communication: Reputation and Stakeholders - Oral exam period (KOMM)**

time	19-06-2023 08:15 til 30-06-2023 18:00
forberedelsesnorm	ikke valgt
forberedelsesnorm D-VIP	ikke valgt

## **Project: Corporate Communication: Reputation and Stakeholders - Oral reexam period (KOMM)**

time	01-08-2023 08:15 til 31-08-2023 18:00
forberedelsesnorm	ikke valgt
forberedelsesnorm D-VIP	ikke valgt