

EQF/MQF LEVEL 6

Award in Corporate Communications

LW/SC/03

Contact Hours:	50
Placement Hours:	0
Self Study Hours:	190
Assessment Hours:	10
Total Learning Hours:	250

COURSE DESCRIPTION

This course allows learners to understand the importance of communications within organisations. Throughout the course they will be exposed to the benefits of corporate communications, as well as the various techniques and nature of corporate communications strategies. The learners shall be exposed to the required skills and knowledge to be able to work within the department of corporate communications, as well as various tools and techniques which can be used to design, develop, implement, and evaluate corporate communication strategies.

The achievement of this award will contribute towards our B.Sc. in Management (Top-Up) degree.

DURATION: 10 weeks

CREDIT VALUE: 10 ECTS

MODE OF TRAINING: A range of activities will be employed with the aim of facilitating critique, creativity and reflexivity. Participants will be encouraged to rethink and rework their own identity, values and assumptions as managers. The course is taught through lectures, seminar group work, case studies and independent study. Group work is used to advance the students' personal transferable skills and encourage self-reflection and critical assessment and working towards defined outcomes.

ASSESSMENT: Design of a communications strategy

COMPETENCIES

- Comply with Communications Strategy in terms of communicating with stakeholders.
- Design and implement under supervision of top management a communications strategy.
- Supervise communication strategies and evaluate required changes.
- Manage reviewing of communication strategies to keep up with current trends within communications.
- Manage social media and other platforms effectively to ensure effective communication with stakeholders.

LEARNING OUTCOMES

By the end of the course, students will be able to:

- Assess the relevance of corporate communications in relation to corporate strategy.
- Identify various channels used by organisations to convey messages to their internal and external audiences.
- Examine the role of internal and external stakeholders when it comes to communication strategy development as well as overall strategic plan.
- Examine the effectiveness of a corporate strategy as well as a corporate communication strategy.
- Critically evaluate the role of a communications strategy in relation to corporate strategy.
- Critically outline the use of keeping up good relationships with customers through the use of communications.
- Examine the ways in which communications can affect

the overall brand and image of an organisation.

- Present a communication strategy in a clear and effective manner which is understandable to the stakeholders.
- Exhibit outstanding verbal and non-verbal communication skills.
- Listen actively and understand non-verbal messages conveyed by stakeholders.

LECTURER: Mr Pierre Portelli

TARGET CANDIDATES

This course is ideal for anyone who wants to understand communication in a corporate setting. It will help all managers and supervisors as well as those aspiring for a higher management position to get an insight into the importance of understanding communication elements when it comes to effective management and leadership of individuals and teams.

ENTRY REQUIREMENTS

- Be in possession of Minimum Level 4 certification from a recognised local or foreign awarding body or A-level standard of education.
- MQF Level 5 (60 ECTS) Diploma in Leadership and Management or an Equivalent qualification at MQF Level 5 in a Business and Management related field.
- Candidates may be applying for recognition of prior learning (PRL) for up to 50% of the total ECTSs for this programme as per MFHEA's guidelines.
- Have at least 5 years' experience in a management position. Preference will be given to those applicants who have work experience in the area of study.
- Have a good command of oral and written communication in English with a level of proficiency in English equivalent to at least IELTS Level 6.

FUNDING

Applicants may get up to 70% of the fee back through the Get Qualified Scheme.

PART-TIME

Lectures are held twice a week in the afternoon on a part-time basis.

