WELCOME TO THE MASTER TRACK
CORPORATE COMMUNICATION

Introduction
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Associate professor
CS/Corporate Communication
August 30, 2018

PROGRAM

The master track CorpCom
CorpCom research in Amsterdam School of Communication Research (ASCoR)
A career in CorpCom
- The European corporate communication profession
- Professional orientation activities

Introduction by SWOCC (Dutch Foundation for Fundamental Research on Brands and Brand Communication)

Questions?

Next week

WHO ARE WE?

Research group of about 25 researchers and lecturers

We study the strategies, content and consequences of communication of organizations (profit and non-profit)

Teach about it in the master program
MASTER PROGRAM

2 specialization seminars
2 electives
1 methodology course
1 thesis

MASTER PROGRAM (60 ECTS)

<table>
<thead>
<tr>
<th>Semester 1</th>
<th>Semester 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week 1</td>
<td>Week 2</td>
</tr>
<tr>
<td>Week 3</td>
<td>Week 4</td>
</tr>
<tr>
<td>Week 5</td>
<td>Week 6</td>
</tr>
</tbody>
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- Specialization seminar: Strategic Communication IN Organizations (12 ECTS)
- Research Methods (Tailored to Thesis, 6 ECTS)
- Thesis Phase III: Data Gathering and Writing the Thesis (18 ECTS)

- Specialization seminar: Strategic Communication OF Organizations (12 ECTS)
- Elective 1 (6 ECTS)
- Thesis Phase I

- Thesis Phase II
- Thesis Phase III

- Thesis Phase IV
Strategic communication is the intended use of communication by organisations. To build, present and support their strategies to enhance their overall performance, image and reputation with internal and external stakeholders.

**STRATEGIC COMMUNICATION IN ORGANIZATIONS**

- Organisational culture and climate
- Intercultural communication
- Communication technology at work
- Work life
- Social media in organisations
- Power and status
- Leadership
- Change communication
- Storytelling

**Lecturers:**

- Ward van Zoonen
- Pernill van der Beijt
STRATEGIC COMMUNICATION OF ORGANIZATIONS

Content e.g.:
- Corporate identity, positioning and branding
- Stakeholder theory and issues management
- PR, media relations, crisis communication, digital media, public affairs
- Corporate social responsibility
- Ethics of CorpCom

Lecturers:
- Iina Hellsten
- Jeroen Jonkman
- Tine van der Meer

Electives

MASTER PROGRAM (60 ECTS)

<table>
<thead>
<tr>
<th>Semester 1</th>
<th>Semester 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Block 1</td>
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<tr>
<td>Block 2</td>
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<td>Block 3</td>
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EXAMPLES OF ELECTIVE COURSE CHOICES *

- Brand Communication
- Brands and Organisations in Social Media
- Corporate social responsibility communication
- Digital Analytics
- Digital Media lifestyles
- How Journalism saves the World
- Media Strategies
- Organisations on the Web: Corporate Websites, Social Media and Webcare
- Organisational Behaviour and Communication
- Persuasive Design in a Digital Era
- Persuasion and resistance
- Sustainability marketing and communication
- Political Marketing
- Public Relations, Media and Public
- The Blind Spot: Tracking Young Media Users

* Please note: elective offerings are subject to change each semester!

HOW TO CHOOSE AN ELECTIVE?

- The course registration for Semester 2 (Semester 1 2018-2019) will take place in December.
- Extensive information about the electives is offered in the course catalogue.
- There will be an elective information event in November where lecturers provide all details on the content of their courses.
- Keep yourself informed by reading up on the course registration instructions, which will appear online in November.
- Please note: registering for the electives is on a **first come, first serve** basis.

Research and thesis
<table>
<thead>
<tr>
<th>Semester 1</th>
<th>Semester 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Block 1</td>
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<td>Block 2</td>
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<td>Block 3 (January)</td>
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<tr>
<td>Research Methods Tailored to the Thesis (6 ECTS)</td>
<td>Thesis (18 ECTS) with individual supervisor</td>
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<tr>
<td>Survey research, Content analysis, Experimental research</td>
<td>Thesis Phase III: Data Gathering &amp; Writing</td>
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<tr>
<td>Thesis Phase I: thesis preparation groups: developing research idea, questions and methods, pass or fail assigning individual thesis supervisor</td>
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<td>Thesis Phase II: Developing Final Thesis Proposal with individual supervisor, pass or fail</td>
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**ASCoR**

Amsterdam School of Communication Research

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**ASCOR PROGRAM GROUPS**

- Youth & Media Entertainment
- Political Communication & Journalism
- Corporate Communication
- Persuasive Communication

- To entertain
- To connect
- To inform
- To persuade
CorpCom

Our research mission
The UvA Corporate Communication Group analyses and explains the dynamic interplay of Organisations, (New) Media & Publics by applying advanced methods (e.g. content & time-series, semantic & social network analysis, qualitative-action) and new perspectives (e.g. internal-external; international-comparative; employees-technology; philosophical-CCO).

Three overarching themes:
1. The impact of (new) media and technologies within organisations
2. The construction of news (messages) about organisations and their issues
3. The effects of news (messages) and information about organisations

Emphasis on mediated communication

Social context of organisations

NEW WAYS OF WORKING

MEDIA DEBATE ON RAISING RETIREMENT AGE IN THE NETHERLANDS AND ITS EFFECTS
A NEGATIVE MEDIA REALITY?

NOT JUST FUNNY?: THE INFLUENCE OF POLITICAL SATIRE ON POLITICAL ENGAGEMENT AND YOUTH
Our website

Check out:
- The latest news about our research and teaching
- Overview of our research topics, projects and publications
- Agenda with corporate communication events
- Follow us on @UvA_CS_CorpCom

www.corpcomm.nl

Career in corporate communication

AFTER YOUR MASTER

Practice of communication management

Policy jobs with social science knowledge

Applied research

Science: PhD
MOST IMPORTANT QUALIFICATIONS FOR YOUNG PROFESSIONALS

Most important qualifications when recruiting early career professionals:

- University education in communication management: 58.7%
- Professional PR/communications qualifications: 51.7%
- Internships, on the job training: 44.9%
- University education in any other subject: 42.7%
- International experience: 28.7%
- Extra languages: 27.9%
- Business and management qualifications: 18.5%
- University education in business administration: 13.8%
- International experience: 13.1%

WHAT DOES EMPLOYERS WANT YOU TO KNOW?

- Research, evaluation, methods, and forecasting: 83.1%
- Persuasion concepts and strategies: 81.8%
- Global project management: 80.3%
- Cross-cultural and cross-gender sensitivity: 78.6%
- Influence and mobilizing influence: 74.7%
- Social and political trends: 71.7%
- Initiation and moderating influence: 70.5%
- Communication technologies: 70.3%
- Public speaking and presentations: 69.7%
- Relationship building: 68.9%
- Organizational change and development: 68.9%
- Message production: 66.7%
- Ethical issues: 65.6%
- Research, evaluation, methods, and forecasting: 65.3%
- Societal and political trends: 65.6%
- Ethical issues: 63.4%
- Power and coalition building in organizations: 63.3%
- Persuasion concepts and strategies: 63.3%
FOUR COMPONENTS OF KNOWLEDGE AND SKILLS

1. Antenna for societal moods and reacting with empathy
2. Producing and delivering effective messages
3. Research- and management skills
4. Knowing how society and democracy works

TRENDS AND ISSUES IN THE PROFESSION CORPCOM

Annual survey among European communication professionals

European Communication Monitor

Part of the Global Communication Monitor (also Latin America and Asian versions available)
PROFESSIONAL ORIENTATION

ACTIVITIES

CS on the spot

Symposium Strategic Communication at the end of block 2

CareerMatters

Company visits

Some of the companies Mercatus has visited:

- VNE
- MING
- A
- Google
- ING
- LINDA
- S
- TNNW
- ANABEK
- ING
- LINDA
- S
- TNNW
- ANABEK

Dutch Foundation for Fundamental Research on Brands and Brand Communication
What’s in it for you?

- Thesis award
- Publications
- Blogs
- Events
- Career networking

Thesis award: €1000 + Presentation
Publications: Summarization of scientific research
Blogs: Summaries of scientific research
Events: Meet your future employer
Career: Network + Internship
Stagiair(e) gezocht!

Wat ga je doen?
- Redactiewerkzaamheden
- Organiseren van bijeenkomsten
- Een social media campagne opzetten

Wat bieden wij jou?
- Een leerzame en afwisselende omgeving
- Verantwoordelijkheid + ruimte voor eigen initiatief (communicatieproject)
- Contact met het bedrijfsleven (en mogelijk jouw toekomstige werkgevers)
- De perfecte springplank voor de toekomst en je carrière
- Een stagevergoeding van €300

Wanneer?
- Een 3 maanden full-time stage / of part-time flexibel in te delen in overleg

Denk jij dat jij geknipt bent voor deze stage? Stuur dan jouw motivatie en CV naar info@swocc.nl t.a.v. Lynnemore van Ommen. Meld naar info@swocc.nl, of bel naar 020 525 8843.

Questions?

NEXT WEEK

Classes start next week; first plenary session about Strategic Communication Monday at 10.00h in REC C 10.20.

Check your schedule and Canvas!

Check your e-mail for instructions for the first meetings
AFTER YOUR MASTER

A graduate diploma (master’s degree) is a prerequisite for a successful career in corporate communication and......

AFTER YOUR MASTER

... an important success factor for a happy life

WELCOME TO THE MASTER TRACK
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Thank you for your attention
Good luck and.............
Enjoy!