WELCOME TO THE MASTER TRACK
CORPORATE COMMUNICATION

Introduction
Dr. Iina Hellsten
Associate professor
CS/Corporate Communication
January 31, 2019
PROGRAM

The master track Corporate Communication

CorpCom research in Amsterdam School of Communication Research (ASCoR)

A career in CorpCom
- Professional orientation activities

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
Prof. dr. Rens Vliegenthart, Full professor Media and Society

Prof. dr. Martine van Selm, Full professor Communication Science
MASTER PROGRAM

2 specialization seminars

2 electives

1 methodology course

1 thesis
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<tr>
<th>Semester 1</th>
<th>Semester 2</th>
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<tr>
<td><strong>Block 1</strong> (February – March)</td>
<td><strong>Block 1</strong> (September-October)</td>
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<tr>
<td>Specialization seminar: Strategic Communication IN Organizations (12 ects)</td>
<td>Elective 1 (6 ects)</td>
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<tr>
<td>Thesis Phase I: Thesis preparation groups</td>
<td>Thesis Phase III: Data Gathering and Writing the Thesis (18 ects)</td>
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<td><strong>Block 2</strong> (April-May)</td>
<td><strong>Block 2</strong> (November-December)</td>
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<td>Research Methods Tailored to the Thesis (6 ects)</td>
<td>Elective 2 (6 ects)</td>
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<td><strong>Block 3</strong> (June)</td>
<td><strong>Block 3</strong> (January)</td>
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<tr>
<td>Specialization seminar: Strategic Communication OF Organizations (12 ects)</td>
<td>Thesis Phase II: Extended research proposal</td>
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SPECIALIZATION SEMINARS:
Strategic communication in and of organisations (SCiO and SCoO)
Strategic communication is the **intended** use of communication by organisations.....

....to built, present and support their strategies to **enhance** their overall performance, image and reputation

With internal and external stakeholders
STRATEGIC COMMUNICATION IN ORGANIZATIONS (SCiO)

Content e.g.:
Organisational culture and climate
Intercultural communication
Communication technology@work
Work life
Social media in organisations
Power and status
Leadership
Change communication
Storytelling

Lecturers:
Claartje ter Hoeven
Ward van Zoonen

Fotograaf: Henny van de Schraaf
STRATEGIC COMMUNICATION OF ORGANIZATIONS (SCoO)

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:

Anke Wonneberger
Sandra Jacobs

Fotograaf: Bram Belloni
Electives
MASTER PROGRAM (60 ECTS)

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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 will take place in May
• Extensive information about the electives is offered in the course catalogue
• There will be an elective information event in April 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 April.

• Please note: registering for the electives is on a **first come, first serve** basis.
Master thesis
# Master Program (60 ECTS)

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<td>(June)</td>
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- Thesis Phase I: Thesis preparation groups
- Research Methods Tailored to the Thesis (6 ects)
- Thesis Phase II: Extended research proposal
- Thesis Phase III: Data Gathering and Writing the Thesis (18 ects)
ASCoR

Amsterdam School of Communication Research
ASCOR PROGRAM GROUPS

Youth & Media Entertainment

Corporate Communication

Political Communication & Journalism

Persuasive Communication

To entertain

To connect

To inform

To persuade
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 analysis & 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 organizations and their issues
3. The effects of news (messages) and information about organisations

**Emphasis on mediated communication**

**Social context of organisations**
MEDIA AND THE ECONOMIC CRISIS
A NEGATIVE MEDIA REALITY?
NOT JUST FUNNY?: THE INFLUENCE OF POLITICAL SATIRE ON POLITICAL ENGAGEMENT AND YOUTH
MEDIA DEBATE ON RAISING RETIREMENT AGE IN THE NETHERLANDS AND ITS EFFECTS
EUROPEAN COMMUNICATION MONITOR 2018

STRATEGIC COMMUNICATION AND THE CHALLENGES OF FAKE NEWS, TRUST, LEADERSHIP, WORK STRESS AND JOB SATISFACTION. RESULTS OF A SURVEY IN 48 COUNTRIES.

ORGANISED BY: FACK, European Association of Communication Directors

PARTNER: PRIME RESEARCH, Fink & Fuchs

Photographer: Dionysis Tsipiras
Understanding the consequences of public social media use for work

Ward van Zoonen, Joost W.M. Verhoeven, Rens Vliegenthart

https://doi.org/10.1016/j.emj.2017.07.006
Mark Boukes and Toni van der Meer awarded Veni grants

July 16, 2018  |  Written by CorpCom

Congratulations to our colleagues dr. Mark Boukes and dr. Toni van der Meer for being awarded Veni Talent grants by the NWO! These three-year grants provide them with the opportunity to research mediatization and negativity and the influence of political satire.

Looking back at a successful ICA!

May 19, 2018  |  Written by Charlotte Schulz-Knappe

Our team held several presentations at this years International Communication Association Conference in Prague.

End of an era. @PeterNeijens is retiring from @UvA_ASCoR @FMSG_UvA. Peter is a friend, mentor, inspirator, collaborator, teacher and ultimate institution builder for decades. Without him the @UvA_Amsterdam and NL communication science would not be what it is today. Peter bedankt!
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
INTERNAL / CORPORATE COMMUNICATOR

What my friends think I do
What my parents think I do
What society thinks I do

What my boss thinks I do
What I think I do
What I actually do

@AllthingsIC
www.allthingsic.com
Most important qualifications when recruiting early career professionals

<table>
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<tr>
<th>Qualification</th>
<th>Percentage</th>
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<tr>
<td>University education in communication management/PR</td>
<td>58.7%</td>
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<tr>
<td>English language</td>
<td>51.7%</td>
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<tr>
<td>Internships, on the job training</td>
<td>44.9%</td>
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<tr>
<td>Professional PR/communications qualifications</td>
<td>42.7%</td>
</tr>
<tr>
<td>University education in any / another subject</td>
<td>28.7%</td>
</tr>
<tr>
<td>International experience</td>
<td>27.9%</td>
</tr>
<tr>
<td>Business and management qualifications</td>
<td>18.5%</td>
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<tr>
<td>Extra languages</td>
<td>13.8%</td>
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<tr>
<td>University education in business administration</td>
<td>13.1%</td>
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</table>

www.communicationmonitor.eu / Zerfass et al. 2012 / n = 2,185 PR professionals. Q 23: Which of the following education and training qualifications are most important for your organisation when recruiting early career PR / communication professionals? Please select the three most important items.
WHAT DO EMPLOYERS WANT YOU TO KNOW?

- Effects of traditional and new media: 83.1%
- Relationship building: 81.8%
- Communication technologies: 80.3%
- Public speaking and presentation: 78.6%
- Coaching skills (enabling others to communicate): 74.7%
- Marketing and consumer insight: 71.7%
- Organisational change and development: 70.5%
- Ethical issues: 70.3%
- Message production: 69.7%
- Societal and political trends: 68.9%
- Research, evaluation methods and forecasting: 68.9%
- Initiating and moderating dialogues: 66.7%
- Persuasion concepts and strategies: 65.6%
- Global project management: 59.8%
- Cross-cultural and cross-gender sensitivity: 59.6%
- Legal requirements and issues: 55.2%
- Finances, budgeting and accounting: 53.4%
- Power and coalition building in organisations: 53.3%
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
PROFESSIONAL ORIENTATION
ACTIVITIES at the UvA

CS on the spot

Symposium Strategic Communication at the end of the specialization seminars

CareerMatters
Company visits & in-house days

Many people describe Communication Science as a course, which provides you with a broad range of choices when it comes to the next step of your career. Mercurius organizes company visits to help you get to know the communication world. We will visit a large number of companies, mainly active in the marketing and communication industry, and take a look behind the scenes. Attending these company visits will contribute to your personal and professional development. The companies that we will be visiting, often look for interns and/or starters, so you might even get a job out of it. You will also encounter the practical side of the theories you’re studying in class. This will provide you with a realistic image of what’s happening in the current marketing and communication world.

Practical information: Company visits will always take place during the week, either in the morning or at noon. A company visit most often will not take more than three hours. In-house days, on the other hand, do take longer. Each company has the liberty to interpret the visit in their own way. Frequently, a company visit includes a guided tour and a presentation and you will have the opportunity to ask the company and its employees all the questions you want. Company visits are free and only available to members.

Some of the companies Mercurius has visited:
Questions?
NEXT WEEK

Classes start next week; first seminars about Strategic Communication Monday morning

Check your schedule and Canvas site!

Check your e-mail for instructions for the first meetings
WELCOME TO THE MASTER TRACK
CORPORATE COMMUNICATION

Thank you for your attention
Good luck and enjoy!