WELCOME TO THE MASTER TRACK
CORPORATE COMMUNICATION

Introduction
Dr. Piet Verhoeven
Associate professor
CS/Corporate Communication
September 2, 2021
PROGRAM

The **master track** Corporate Communication

CorpCom **research** at the
Amsterdam School of Communication Research (ASCoR)

A **career** in CorpCom

*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
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><strong>Block 1</strong> <em>(September – October)</em></td>
<td><strong>Block 1</strong> <em>(February - March)</em></td>
</tr>
<tr>
<td>Specialization seminar: Strategic Communication IN Organizations</td>
<td>Thesis Phase III: Data Gathering and Writing the Thesis (18 ects)</td>
</tr>
<tr>
<td><em>(12 ects)</em></td>
<td></td>
</tr>
<tr>
<td><strong>Block 2</strong> <em>(November – December)</em></td>
<td><strong>Block 2</strong> <em>(April - May)</em></td>
</tr>
<tr>
<td>Research Methods Tailored to the Thesis <em>(6 ects)</em></td>
<td></td>
</tr>
<tr>
<td><strong>Block 3</strong> <em>(January)</em></td>
<td><strong>Block 3</strong> <em>(June)</em></td>
</tr>
<tr>
<td>Thesis Phase I: Thesis preparation groups</td>
<td></td>
</tr>
<tr>
<td><strong>Elective 1 (6 ects)</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Specialization seminar: Strategic Communication OF Organizations</strong></td>
<td><strong>Elective 2 (6 ects)</strong></td>
</tr>
<tr>
<td><em>(12 ects)</em></td>
<td></td>
</tr>
<tr>
<td><strong>Thesis Phase II: Extended research proposal</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Thesis Phase I: Thesis preparation groups</strong></td>
<td></td>
</tr>
</tbody>
</table>
SPECIALIZATION SEMINARS:

Strategic communication in and of organisations (SCiO and SCoO)
STRATEGIC COMMUNICATION

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 (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:**
- Anna Berbers
- Christel van Eck
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:
- Sandra Jacobs
- Toni van der Meer
Electives
<table>
<thead>
<tr>
<th>Semester 1</th>
<th>Semester 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Block 1</td>
<td>Block 2</td>
</tr>
<tr>
<td>Elective 1 (6 ects)</td>
<td>Elective 2 (6 ects)</td>
</tr>
</tbody>
</table>
EXAMPLES OF ELECTIVE COURSE CHOICES *

• Brand Communication
• **Shaping Society: How Organisations and the Media Influence Public Issues**
• Corporate social responsibility
• Digital Analytics
• Digital Media Lifestyles
• Media Strategies
• **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
• Psychology in Political Communication
• The misinformation crisis?
• Investigative journalism
• Tech for good: Responsible Technology in the Digital Society
• Emerging Tech

* 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 November/December
- Extensive information about the electives is offered in the course catalogue
- There will be an elective information event 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.

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

<table>
<thead>
<tr>
<th>Semester 1</th>
<th>Semester 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Block 1</td>
<td>Block 1</td>
</tr>
<tr>
<td>Block 2</td>
<td>Block 2</td>
</tr>
<tr>
<td>Block 3 (January)</td>
<td>Block 3 (June)</td>
</tr>
<tr>
<td>Thesis Phase I: Thesis preparation groups</td>
<td>Thesis Phase III: Data Gathering and Writing the Thesis (18 ects)</td>
</tr>
<tr>
<td>Research Methods Tailored to the Thesis (6 ects)</td>
<td>Thesis Phase II: Extended research proposal</td>
</tr>
</tbody>
</table>

- **Semester 1**
  - Block 1
  - Block 2
  - Block 3 (January)
- **Semester 2**
  - Block 1
  - Block 2
  - Block 3 (June)

- **Research Methods** Tailored to the Thesis (6 ects)
- **Thesis Phase III**
  - Data Gathering and Writing the Thesis (18 ects)
Lecturers

Pytrik Schafraad

Nicoleta Balau
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
SOME PROJECTS

Negativity bias in the news

Agenda setting and climate change

Reputations and perceptions of public organizations

Metaphors of Covid-19 in the media

Public affairs and the use of argumentation in lobbying
www.corpcom.nl

Follow us on @UvA_CS_CorpCom
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 FOR YOUNG PROFESSIONALS

Most important qualifications when recruiting early career professionals

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

CS on the spot

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:

VICE
MINDSHARE
Sanoma
TNW
MTV
NATWERK
ING
LINDA.
SUPER HEROES
A
Google
KK
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
AFTER YOUR MASTER

A graduate diploma is a prerequisite for a successful career in corporate communication

And also......
AFTER YOUR MASTER

... an important success factor for a happy life
WELCOME TO THE MASTER TRACK
CORPORATE COMMUNICATION

Thank you for your attention
Good luck and enjoy!

Piet Verhoeven

p.verhoeven@uva.nl