WELCOME TO THE MASTER TRACK CORPORATE COMMUNICATION

Introduction
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Associate professor
CS/Corporate Communication
August 27, 2020
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?

Program 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 Social Perception in Organizations
2 specialization seminars

2 electives

1 methodology course

1 thesis
# MASTER PROGRAM (60 ECTS)

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<td>Specialization seminar:&lt;br&gt;Strategic Communication IN Organizations (12 ects)</td>
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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:
- Ward van Zoonen
- Ward van Zoonen
- Claartje ter Hoeven
- Jeroen Jonkman
- Anna Berbers
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:
- Piet Verhoeven
- Iina Hellsten
- Sandra Jacobs
Electives
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**MASTER PROGRAM (60 ECTS)**
EXAMPLES OF ELECTIVE COURSE CHOICES *

- Brand Communication
- Brands and Organisations in Social Media
- **Corporate social responsibility (CSR) communication**
- Digital Analytics
- Digital Media Lifestyles
- How Journalism saves the World
- 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

* 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
• Extensive information about the electives is offered in the course catalogue
• There will be an elective information event in the autumn 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 October.

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

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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
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
About

This is the website from the Corporate Communication Program Group, from the Amsterdam School of Communication Research (ASCoR) at the University of Amsterdam. Our team does research on a wide variety of Corporate Communication topics, and teaches courses in the College of Communication and the Graduate School of Communication.

Our research mission

The UvA Corporate Communication Group analyses and explains the dynamic interplay of
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

- 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%

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?

Key competencies of communication professionals in Europe: Large gaps between perceived importance and personal qualification level

Importance of competencies vs. personal assessment of competencies by practitioners

Communication competence
(message creation and production, listening; principles of communication and persuasion)

Management competence
(decision making, planning, organising, measurement, leading people, human resources, self management)

Business competence
(dealing with budgets, contracts and taxation; knowledge of markets, products and competitors)

Technology competence
/software and hardware usage, digital savviness/

Data competence
(use cases, methods, results interpretation)

www.communicationmonitor.eu / Zerfass et al. 2020 / n = 2,306 communication professionals. Q.14: Competencies are based upon knowledge, skills and personal attributes. Some of them might be more important than others. How important are the following competencies for communication practitioners in your opinion? And how do you rate your personal level in each case? Scale 1 (Very low) – 5 (Very high). Frequency based on scale points 4-5.
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:

![Vice](image1)
![Mindshare](image2)
![Sanoma](image3)
![TNW](image4)
![MTV](image5)
![Natwerk](image6)
![ING](image7)
![Linda](image8)
![Superheroes](image9)
![A35](image10)
![Google](image11)
![KK](image12)
HYBRID TEACHING

Online teaching via tools on Canvas site

A few meetings also on-campus (and online streaming), CHECK rooster.uva.nl for your schedule

Hopefully more meetings available on-campus from the 2\textsuperscript{nd} block (November-December) – pending on Covid-19 regulations
NEXT WEEK

Classes start next week; first seminars about Strategic Communication of Organizations are on Monday morning ON-CAMPUS AND VIA ONLINE TOOLS ON CANVAS

Check your schedule and Canvas site (canvas.uva.nl)!

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

Thank you for your attention
Good luck and enjoy!