Profile project: Corporate Communication: Reputation and Stakeholders

Title	Profile project: Corporate Communication: Reputation and Stakeholders
Semester	F2024
Master programme in	Media and Communication
Type of activity	Project
Teaching language	English
Study regulation	Read about the Master Programme and find the Study Regulations at [ruc.dk](ruc.dk)

REGISTRATION AND STUDY ADMINISTRATIVE

Registration	You register for activities through stads selvbetjening during the announced registration period, which you can see on the Study administration homepage. Registration for project-exam: Please remember to confirm your registration by signing up for exam as a group when the group formation is final. The registration is through STADS Online Student Service When registering for courses, please be aware of the potential conflicts and overlaps between course and exam time and dates. The planning of course activities at Roskilde University is based on the recommended study programmes, which should not overlap. However, if you choose optional courses and/or study plans that goes beyond the recommended study programmes, an overlap of lectures or exam dates may occur depending on which courses you choose.
Number of participants	
ECTS	20
Responsible for the activity	Prins Marcus Valiant Lantz (pmvl@ruc.dk)
Head of study	David Mathieu (mathieu@ruc.dk)
Teachers	
Study administration	IKH Registration & Exams (ikh-exams@ruc.dk)
Exam code(s)	U60314

ACADEMIC CONTENT

Overall objective	The project Corporate Communication: Reputation and Stakeholders is a problem-oriented, exemplary, participant-driven, and group-based activity, where the student develops and documents knowledge, skills, and competencies to work with a defined, self-chosen, professional problem with a focus on corporate communication, defined as the strategic management of organizations' integrated communication with their stakeholders.
	The project aims to provide the student with the theoretical, methodological, and practical and practical knowledge, skills, and competencies within strategic communication and corporate branding, including issue, reputation, and stakeholder relations management. These qualifications enable the student to analyse, prepare, implement, evaluate, and discuss corporate communication activities. The project must include a concrete digital communication product developed by the student, as well as a theoretically based account of the strategic and practical considerations in connection with its planning and preparation. Emphasis is placed on the fact that the linguistic and visual presentation corresponds to the purpose and choice of media, including compliance with normal formal requirements with regard to grammar and spelling.
	The project work is supported by guidance and a number of activities that introduce and train the student in developing corporate communication strategies, as well as managing and designing concrete communication initiatives alert to stakeholder and reputation management.
	The project report must be based on relevant, academic literature of at least 1000 pages.
Detailed description of content	
Course material and Reading list	
Overall plan and expected work effort	The project work is organized as group work with guidance, which is supplemented by project support workshops. The workshop work and supervision are organized in such a way that these activities can take place together on campus two days a week, providing an opportunity to meet the 2nd semester students from the other academic profiles. There will also be a number of guest lectures and other joint professional activities on these days.
	The total study effort for the student (ECTS points converted into hours, 20 ECTS x 27 hours) = 540 hours. The hours are divided as follows:

- Project and group formation: 20 hours
- Workshop activities (preparation, attendance, and summarizing): 120 hours
- Supervision meetings (including preparation and feedback): 30 hours
- Oral exam (including preparation): 20 hours
- Project work, both in group and independently (including literature search, empirical work, group meetings, reading, preparation of working documents, and writing report): 360 hours
- Other activities (Semester start, guest lectures, etc.): 20 hours

Format	In principle, teaching activities take place on campus. The teaching can be arranged so that one or more activities take place elsewhere than at Roskilde University. This can also be online.
Evaluation and feedback	
Programme	

ASSESSMENT

| Overall learning outcomes | At the end of the project work, the student is able to:

- Demonstrate knowledge of various research-based approaches to corporate communication as an academic discipline and an organizational practice
- Understand and discuss the ethical challenges and societal impact of corporate communication, such as, but not limited to, CSR, sustainability, and diversity
- Identify relevant empirical phenomena, establish problem-oriented research questions, and apply relevant methods to analyse corporate communication, stakeholder relations, issues, reputation, and corporate branding practices.
- Plan, implement, and evaluate different dimensions within corporate communication.
- Present a mediated communication problem and solution to both peers and non-specialists in a professionally precise and clear way, with the use of well-chosen forms of communication.
- Take responsibility for your own professional development and engage professionally in interdisciplinary collaboration with others, including any practitioners.
- Independently initiate and manage complex, project-based production and collaboration processes. |
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| Form of examination | Oral project exam in groups with individual assessment

Permitted group size: 2-6 students.

The character limits of the project report are:
For 2 students: 84,000-108,000 characters, including spaces.
For 3 students: 96,000-120,000 characters, including spaces.
For 4 students: 108,000-132,000 characters, including spaces.
For 5 students: 120,000-144,000 characters, including spaces.
For 6 students: 132,000-156,000 characters, including spaces.
The character limits include the cover, table of contents, summary, bibliography, figures and other illustrations, but exclude any appendices.

The project report must include a summary and a communication product or documentation hereof. The summary and the communication product are part of the assessment.

Time allowed for exam including time used for assessment is for:
2 students: 60 minutes.
3 students: 75 minutes.
4 students: 90 minutes.
5 students: 105 minutes.
6 students: 120 minutes.

Writing and spelling skills in the project report are part of the assessment. |
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Permitted support and preparation materials at the oral exam: All

Assessment: 7-point grading scale.
Moderation: Internal co-assessor.

Form of Re-examination	Samme som ordinær eksamen / same form as ordinary exam
Type of examination in special cases	
Examination and assessment criteria	The exam is an oral group exam. It is based on the written project report and begins with a presentation from each student, with a maximum of 5 minutes per student. The examiner can ask short, clarifying questions after each presentation. On the basis of both the presentation and the project report, the examination then takes place as a conversation between the students, examiner, and external examiner about the project report's area of study and associated literature.

In the assessment of the written report, emphasis is placed on the extent to which the student(s) demonstrate the ability to:

- Communicate professional knowledge of corporate communication in terms of its impacts on reputation and stakeholders.
- Formulate a relevant, academic basis to investigate a course-specific problem in corporate communication and illustrate this through production and dissemination of a strategically targeted and context-specific, corporate communication-based solution.
- Translate insights from empirical data and analysis into a concrete communication product that is developed, disseminated, justified, and assessed in relation to the specific problem identified.
- Formulate themselves correctly, precisely, and conceptually clearly, including being able to summarize the project report's content, arguments, and conclusion in a short and precise summary.

In the assessment of the specific digital communication product, emphasis is placed on the extent to which:

- The developed product addresses the project's problem formulation
- The student(s) can select and justify relevant criteria to evaluate the product in relation to its intended purpose
- The product is innovative in relation to existing, comparable alternatives.

In the assessment of the oral aspect of the exam, emphasis is placed on the extent to which the student(s) demonstrate the ability to:

- Identify and critically reflect on the sociocultural role, significance, and value of corporate communication
- Present research-based knowledge about and suggestions for corporate communication-based solutions in a professionally precise and clear way and with the use of well-chosen forms of mediated communication
- Enter into a conceptually-informed conversation and discussion on the basis of the written project report and the concrete communication product
- Describe one's own and other actors' role in the process, thereby establishing one's ability to independently initiate and

manage complex, project-based production and collaboration processes
An overall assessment is made based on the written and oral components of the exam, as well as the digital communication product.

Exam code(s)

Exam code(s) : U60314

Course days:

Hold: 1

Project: Corporate Communication: Reputation and Stakeholders - Projectworkshop (MAC)

time	02-02-2024 08:15 til 02-02-2024 12:00
forberedelsesnorm	ikke valgt
forberedelsesnorm D-VIP	ikke valgt
Teacher	Prins Marcus Valiant Lantz (pmvl@ruc.dk)

Project: Corporate Communication: Reputation and Stakeholders - Projectworkshop (MAC)

time	06-02-2024 14:15 til 06-02-2024 16:00
location	02.1-031 - geofagsal 02 (70)
Teacher	Prins Marcus Valiant Lantz (pmvl@ruc.dk)

Project: Corporate Communication: Reputation and Stakeholders - Projectworkshop (MAC)

time	08-02-2024 14:15 til 08-02-2024 16:00
location	02.1-031 - geofagsal 02 (70)
Teacher	Prins Marcus Valiant Lantz (pmvl@ruc.dk)

Project: Corporate Communication: Reputation and Stakeholders - Projectworkshop (MAC)

time	13-02-2024 14:15 til 13-02-2024 16:00
location	02.1-031 - geofagsal 02 (70)
Teacher	Prins Marcus Valiant Lantz (pmvl@ruc.dk)

Project: Corporate Communication: Reputation and Stakeholders - Projectworkshop (MAC)

time	15-02-2024 14:15 til 15-02-2024 16:00
location	02.1-031 - geofagsal 02 (70)
Teacher	Prins Marcus Valiant Lantz (pmvl@ruc.dk)

Project: Corporate Communication: Reputation and Stakeholders - Group Formation (MAC)

time	20-02-2024 14:15 til 20-02-2024 16:00
location	02.1-031 - geofagsal 02 (70)
Teacher	Prins Marcus Valiant Lantz (pmvl@ruc.dk)

Project: Corporate Communication: Reputation and Stakeholders - Group Formation (MAC)

time	21-02-2024 10:15 til 21-02-2024 16:00
location	02.1-031 - geofagsal 02 (70)
Teacher	Prins Marcus Valiant Lantz (pmvl@ruc.dk)

Project: Corporate Communication: Reputation and Stakeholders - Group Formation (MAC)

time	22-02-2024 14:15 til 22-02-2024 16:00
location	02.1-031 - geofagsal 02 (70)

Project: Corporate Communication: Reputation and Stakeholders - Projectworkshop (MAC)

time	27-02-2024 14:15 til 27-02-2024 16:00
location	02.1-031 - geofagsal 02 (70)
Teacher	Prins Marcus Valiant Lantz (pmvl@ruc.dk)

Project: Corporate Communication: Reputation and Stakeholders - Projectworkshop (MAC)

time	28-02-2024 14:15 til 28-02-2024 16:00
location	02.1-031 - geofagsal 02 (70)
Teacher	Prins Marcus Valiant Lantz (pmvl@ruc.dk)

Project: Corporate Communication: Reputation and Stakeholders - Projectworkshop (MAC)

time	29-02-2024 14:15 til 29-02-2024 16:00
location	02.1-031 - geofagsal 02 (70)
Teacher	Prins Marcus Valiant Lantz (pmvl@ruc.dk)

Project: Corporate Communication: Reputation and Stakeholders - Projectworkshop (MAC)

time	02-05-2024 12:15 til 02-05-2024 16:00
forberedelsesnorm	ikke valgt
forberedelsesnorm D-VIP	ikke valgt
location	02.1-031 - geofagsal 02 (70)
Teacher	Prins Marcus Valiant Lantz (pmvl@ruc.dk)

Project: Corporate Communication: Reputation and Stakeholders - Projectworkshop (MAC)

time	14-05-2024 12:15 til 14-05-2024 16:00
forberedelsesnorm	ikke valgt
forberedelsesnorm D-VIP	ikke valgt
location	02.1-031 - geofagsal 02 (70)
Teacher	Prins Marcus Valiant Lantz (pmvl@ruc.dk)

Profile project: Corporate Communication: Reputation and Stakeholders - Hand-In

time	06-06-2024 10:00 til 06-06-2024 10:00
forberedelsesnorm	ikke valgt
forberedelsesnorm D-VIP	ikke valgt

Profile project: Corporate Communication: Reputation and Stakeholders - Oral exam

time	17-06-2024 08:15 til 28-06-2024 18:00
forberedelsesnorm	ikke valgt
forberedelsesnorm D-VIP	ikke valgt

Profile project: Corporate Communication: Reputation and Stakeholders - Oral reexam

time	01-08-2024 08:15 til 30-08-2024 18:00
forberedelsesnorm	ikke valgt
forberedelsesnorm D-VIP	ikke valgt
Content	**The common study regulations § 18, 5:** A student who has failed to pass an ordinary project examination is automatically registered for the re-examination. The student is entitled to make changes to the failed project report. The project

report must be submitted no later than 14 days after the date for the ordinary project examination.