



Part-time
**Executive Master of Science
in Corporate Communication**
OVERVIEW MASTERCLASSES 2024

29 – 31 January, 5 – 6 February 2024 | online

■ **Winter Foundation Course in Corporate Communication**

In this five-day Executive Winter Foundation Course in Corporate Communication, you will focus on the latest academic developments, strategic frameworks and proven methodologies for corporate communication and reputation management. The key themes of corporate communication will be discussed by well-known academics and experienced business practitioners.

International leaders will complement the lectures with valuable real-world perspectives about how to manage corporate communication issues. Learn how to increase your impact and move your organisation's mission forward, and expand your corporate communication network.

4 – 6 March 2024 | in-person

■ **Crisis Communication**

This masterclass will cover all aspects of crisis communication for managers. You will learn specific tools to apply before, during, and after a crisis hits. And you will explore general frameworks that will help you conquer a crisis, and ideally, prevent crises from happening in the first place. Another topic is how to properly consider various constituencies to determine appropriate communication channel choices when sending a message to employees, consumers and the media during high-pressure crisis times.

You will learn through a combination of interactive lectures, real-life case discussions, video clips and interactive exercises.

8 – 10 April 2024 | hybrid

■ **Corporate Branding**

In this masterclass, you will learn how to tackle challenges that corporate brands face, such as disruptive technologies, social media, market globalisation, and demands from customers and stakeholders to behave more ethically.

In this interconnected, increasingly transparent and dynamic context, companies demand that senior

managers understand how to build internally driven authentic and ethical corporate brands. And these brands must embrace influence from stakeholders and co-creation. You will learn how to lead the building process for a strong and enduring corporate brand that gives focus to the entire organisation, and aligns its diverse stakeholders towards sustained value creation.

15 – 17 April 2024 | in-person

■ **Navigating the Stakeholder Media Landscape**

The power of new media is unprecedented. Investigative journalism and mainstream media are growing more aggressive. Firms have a multitude of channels to communicate directly with stakeholders. So how can you deal with these new vectors of influence, analyse their roots and effects with the help of investigative tools, and refine appropriate strategies?

Learn to identify strategies appropriate to mainstream media, stakeholder-driven media, social media and fake news in this three-day masterclass. Become familiar with the possibilities and limits of current best practices, explore tools and principles to guide engagement per media type. During the course you start to design your own strategic media proposals with guidance and coaching.

27 – 29 May 2024 | in-person

■ **Finance for Communication Professionals**

Corporate communication professionals are regularly challenged to communicate about controversial financial topics which can evoke anger, confusion or fear among stakeholder groups. Having a good understanding about the context in which these financial topics develop, will help you to be part of the business.

This three-day masterclass will make you a 'financial literate'. This masterclass will cover the fundamentals of financial reporting, clarify the core components of financial statements, and address the importance of financial value concepts. After the course, you will be able to add value by integrating corporate communications with stakeholders in finance departments and industries.

17 – 20 June 2024 | in-person

■ **Summer Foundation Course in Corporate Communication**

In this four-day Summer Foundation Course in Corporate Communication, you will focus on the latest academic developments, strategic frameworks and proven methodologies for corporate communication and reputation management. The key themes of corporate communication will be discussed by well-known academia and experienced business practitioners.

International leaders will complement the lectures with valuable real-world perspectives about how to manage corporate communication issues. Learn how to increase your impact and move your organisation's mission forward and expand your corporate communication network.

30 September, 1 – 2 October 2024 | in-person

■ **Strategic Communication**

The three-day course on Strategic Communication focuses on how to identify strategic threats and contributions to organisations that can be managed by corporate communications.

Explore how practitioners can position themselves as strategic actors and facilitators within their organisations or for clients through lectures, workshops and contributions by business practitioners. And how to identify and meet expectations of top management, other departments and business units, with positioning approaches (rating from impression management, relationships, quick win projects etc.), and with appropriate roles models.

10 – 11, 14 – 15 October 2024 | online

■ **Reputation Management**

Organisations with a strong reputation are better able to attract the best and most appropriate stakeholders such as customers, investors and employees. So it makes sense that organisations attach great importance to building, maintaining and protecting their corporate reputation.

This three-day masterclass provides a comprehensive overview of the latest academic knowledge and best practices for managing reputations. You will also learn how to apply this in practice so you have the ability and confidence to influence decisions at board level, and keep reputation at the top of the executive agenda.

18 – 20 November 2024 | in-person

■ **Corporate Responsibility**

Corporations are increasingly held accountable for their effect on both the environment and society. This course focuses on the corporation's responsibility to its key constituencies such as customers, employees, shareholders, communities, and the environment in all parts of their operations. This concept extends beyond obligations to comply with regulations alone and finds companies taking further steps voluntarily to "do well by doing good".

Through cases focusing on the social, reputational, and environmental consequences of corporate activities, you will learn how to make difficult choices, promote responsible behavior within their organizations, communicate effectively about corporate responsibility, and understand the role personal values play in developing responsible corporate behavior for both the organizations they will work for and themselves.



11 – 13 November 2024 | in-person

■ **Organisational Change**

This three-day masterclass about organisational change examines theories of change and development applied to organisations, groups and individuals. It explores how theoretical perspectives of change are reflected in the range of approaches applied to the diagnosis and solving of problems in organisations.

Participants will pay particular attention to critical issues that need to be considered when developing and implementing a plan for change: organisational politics, stakeholder management, strategic leadership, communication, motivating others to change, and the choice and sequencing of interventions.

9 – 11 December 2024 | in-person

■ **Digital Communication**

The digital revolution has changed how we interact, entertain, work, advertise, collect data, do business, and much more. This has resulted in a new set of opportunities and challenges in corporate communications, but still, many businesses have experienced very little valuable payoff for their digital efforts.

This three-day course focuses on the transformation that technology has brought to the field of corporate communication, and how you can make effective use of it. You will develop valuable knowledge for optimising your organisation's digital corporate communications.

Accredited by



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Rotterdam School of Management Erasmus University (RSM)

is one of Europe's top-ranked business schools. RSM provides ground-breaking research and education furthering excellence in all aspects of management and is based in the international port city of Rotterdam – a vital nexus of business, logistics and trade. RSM's primary focus is on developing business leaders with international careers who can become a force for positive change by carrying their innovative mindset into a sustainable future. Our first-class range of bachelor, master, MBA, PhD and executive programmes encourage them to become critical, creative, caring and collaborative thinkers and doers.