



Customised programmes
**Empowering
tomorrow's corporate
communication leaders**

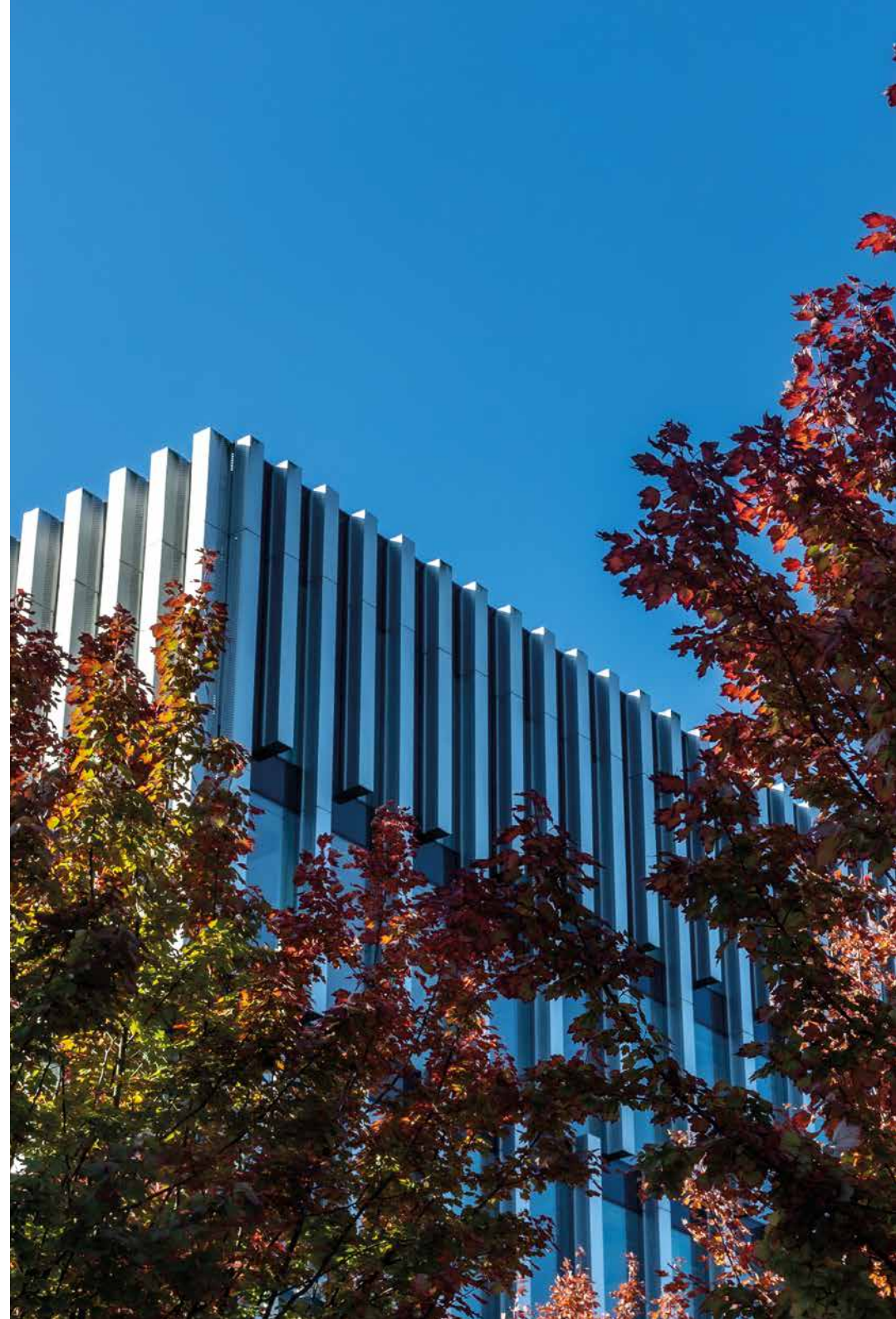
About the Corporate Communication Centre

Welcome to the Corporate Communication Centre (CCC) at Erasmus University Rotterdam (EUR), a hub of expertise and collaboration between Rotterdam School of Management, Erasmus University (RSM) and the business community. Established to prepare the next generation of communication leaders, CCC aligns directly with RSM's broader goal of being a force for positive change in the world.

In today's fast-paced business environment, effective communication is essential for success. At CCC, we understand the role that skilled communicators play in seamlessly connecting the various departments, stakeholders and the public to your organisation, shaping and conveying the organisation's vision both internally and externally and driving strategic objectives forward.

Since 1998, CCC has offered the Part-time Executive Master of Science in Corporate Communication (MScCC), an executive programme recognised by top-tier accreditations from NVAO, AACSB, AMBA and EQUIS. We give you a curriculum that blends academic rigour with practical relevance, delivered by esteemed faculty from EUR and renowned professors who specialise in communication subjects from ESADE, Dartmouth and INSEAD. Additionally, the industry practitioners provide you with the best practices for real-world application.

Join us at CCC, where scholarly insight meets hands-on experience, equipping you and your team to thrive in today's dynamic communication landscape.



Customised communication programmes

As an effective communication professional, you can help your organisation to grow and protect its reputation. We understand you want to keep learning, which is why we've expanded our educational offerings to include custom communication programmes modified to suit you, your teams or departments.

Our customised programmes are meticulously crafted with your organisation in mind. Valuable insights and knowledge are exchanged throughout the programme, enabling you to better understand and address intricate issues.

With flexible learning options, you decide the frequency and pace that best suits the requirements of your teams. This ensures alignment and empowerment across entire departments, equipping you to effectively tackle your challenges and serve your strategic goals.

You can choose from a diverse range of executive topics, including:

- » **Master crisis communication Prepare, Act, Recover**
Learn to proactively prepare for potential crises, communicate effectively and decisively during emergencies, and implement strategies for recovery and trust rebuilding in the aftermath
- » **Strategise effective communication**
Craft communication strategies that align with organisational goals
- » **Manage and enhance reputation**
Acquire skills to actively manage your organisation's reputation in good times and during crises
- » **Maximise digital communication**
Utilise digital platforms to their fullest potential to engage with your audience and stakeholders
- » **Support organisational change**
Empower your leaders and teams with the knowledge and skills to champion and navigate through organisational change effectively
- » **Boost employee communication**
Enhance internal communication strategies to improve employee engagement and productivity
- » **Elevate corporate branding**
Learn how to consistently convey your corporate identity and values to strengthen brand perception
- » **Foster purpose and leadership communication**
Cultivate leadership communication that inspires purpose, aligns efforts and drives organisational success
- » **Adapt to the evolving media landscape**
Stay ahead by understanding and leveraging changes in the media environment for strategic advantage

Strategic objectives

Embarking on the path to achieve your strategic objectives necessitates a collaborative approach. At CCC, we are committed to partnering with you to ensure your organisational goals are not only met but surpassed. Our methodology for identifying and achieving these objectives is structured into three key stages.



Stage 1

Understand the context

We kick off by delving deep into your organisation's objectives, engaging in detailed discussions to comprehend your specific goals and expectations for the custom programme. By identifying key skills and knowledge requirements, we align the programme content with your desired learning objectives and outcomes.

Stage 2

Customise education programme

You experience world-class learning facilitated by our esteemed faculty through engaging lectures, interactive workshops and real-world case studies. Each component of the programme is carefully chosen to align with your business objectives, ensuring immediate applicability and lasting value. Comprehensive course materials, curated for pre-, during- and post-course stages, extend lasting value beyond the classroom.

Stage 3

Measure impact and continuous improvement

We're committed to enhancing every facet of your programme experience. Through close collaboration, we develop a customised impact assessment to measure outcomes and to quantify your return on investment. Your feedback is invaluable in refining future iterations, helping to solidify continuous improvement and sustained success.

The key strengths of RSM's customised programmes

Academic foundation and practical impact

You benefit from our rich programmes that blend top-notch academic theory with practical implementation frameworks, curated alongside insights from industry throughout leaders. Our faculty comprises RSM's top academics and professors from our partner business schools, renowned for their expertise and real-world business challenges. You and your team gain valuable tools to help address complex challenges, improve decision-making processes and drive innovation.

Applied learning and group work

RSM's executive custom programmes empower your team with practical skills to navigate communication challenges in managerial settings. Through dynamic sessions that include lectures, case studies, small group discussions and workshops, you gain a global perspective and a hands-on approach to business problems. This transformative experience facilitates a swift and practical implementation of the learned concepts in the workplace, bringing about tangible results.

Collaborative learning environment

Your team takes their participation and accountability skills to the next level through collaborative group work to leverage their diverse backgrounds and perspectives. This encourages peer interaction and enables unique insights and approaches to problem solving, thereby nurturing a strong sense of responsibility and commitment to the programme's success.

Blending multiple learning formats

Recognising your aspirations and preferences, CCC offers you versatile programme delivery options that are made to order, to ensure optimal learning outcomes. Choose from on-campus sessions for face-to-face interaction and networking opportunities, or a blended approach that combines the best of both worlds. Our customised approach supports a seamless integration with your organisation's expectations and goals.



What our clients say

Case study spotlight:

Enhancing communication skills in a leading energy company

Committed to empowering our team, the custom programme offered by CCC proved to be a game-changer for our organisation. With a meticulous blend of advanced theoretical insights and hands-on skills, the curriculum bridged the gap between theory and practice seamlessly. Through focused sessions on strategic communication and reputation management, we honed our ability to navigate complex communication challenges effectively.

What set this programme apart was its emphasis on practical application. From crafting impactful opinion articles to leveraging our professional networks, every session was geared towards immediate implementation. This approach not only deepened our understanding but also equipped us with tangible tools to enhance our communication and media relations capabilities.

Overall, CCC's programme exceeded our expectations, providing us with invaluable academic insights and proven best practices that have significantly enhanced our communication strategies.

Case study spotlight:

Empowering the communication professionals of a leading railway company

We were very pleased with the customised programme offered by CCC, tailored specifically for our non-finance communication professionals. The programme successfully demystified complex accounting and finance concepts, providing us with a comprehensive understanding within the context of our organisation's unique ecosystem.

One of the most valuable aspects of the programme was its focus on synchronising perspectives between communication and finance professionals. By ensuring a harmonised language between the two teams, we were able to collectively craft a compelling narrative for our annual report - one that resonated equally with communicators and finance experts alike.

Overall, this programme has fostered a holistic understanding within our organisation, empowering both teams to articulate the financial story with clarity and cohesion. The professor's expertise and tailored approach have truly transformed our communication capabilities and strengthened our organisation as a whole.

Case study spotlight:

Integrating ChatGPT in a global B2B company's communication strategy

With CCC, we have developed a specialised course on ChatGPT and AI tools, tailored specifically for our international B2B company. The course was carefully designed to meet the unique learning needs of our communication professionals, ensuring maximum relevance and impact.

Throughout the customised programme, participants delved into the practical applications of ChatGPT, exploring its potential to enhance content creation and streamline communication tasks. Additionally, the programme introduced a range of other AI tools, providing hands-on experience to integrate these technologies into our daily workflows.

Thanks to this comprehensive training, our team is now equipped with the knowledge and skills to effectively utilise ChatGPT in our communication strategies. CCC's expertise and tailored approach have empowered us to embrace innovation and drive efficiency in our communication practices, ultimately enhancing our overall effectiveness as a global B2B company.

Experience the uniqueness

- » Certificate from Rotterdam School of Management, Erasmus University
- » Dynamic and outcome-driven training programmes
- » Action-oriented learning projects
- » Engaging, interactive and stimulating lectures
- » Esteemed academic faculty and collaboration with industry experts
- » International scope that incorporates global best practices
- » Optional follow-up courses available

About RSM

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.

www.rsm.nl

RSM is proud to claim:



A consistent ranking among Europe's top 10 business schools



One of the world's largest and most-cited business schools



35
Research centres and initiatives



One of Europe's top ten research facilities



50,000+
Alumni active worldwide



150
Partner schools



Prestigious Triple Crown accreditation, which puts RSM among the top 1% of business schools worldwide

Take the next step in communication excellence

Do you want to offer your employees an opportunity to study at RSM?

Please contact us. We can easily add one, several or all executive programmes to your learning management system. Get ready to benefit from the vast experience and knowledge at one of Europe's leading business schools.

Join us in shaping the future of communication within your organisation.
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