

DIGITAL COMMUNICATION

Digital Strategy and Corporate Communications



Digital Communication

The digital transformation has increased the complexity and challenges for corporate communication professionals. As organisations shift to data-driven business strategies, they must also meet the rising expectations and pressures from internal and external stakeholders through a variety of digital channels. How can organisations rethink their structures, processes, and strategies to effectively address these challenges?

This course is designed to provide participants with a comprehensive understanding of the profound impact digital transformation has on business and communication environments. By offering robust frameworks, the course enables participants to analyse and navigate the complexities of this new landscape. It also empowers them to apply cutting-edge digital tools, such as generative AI, and innovative tactics, like digital storytelling, to adeptly manage the intersection of business and communication strategy.

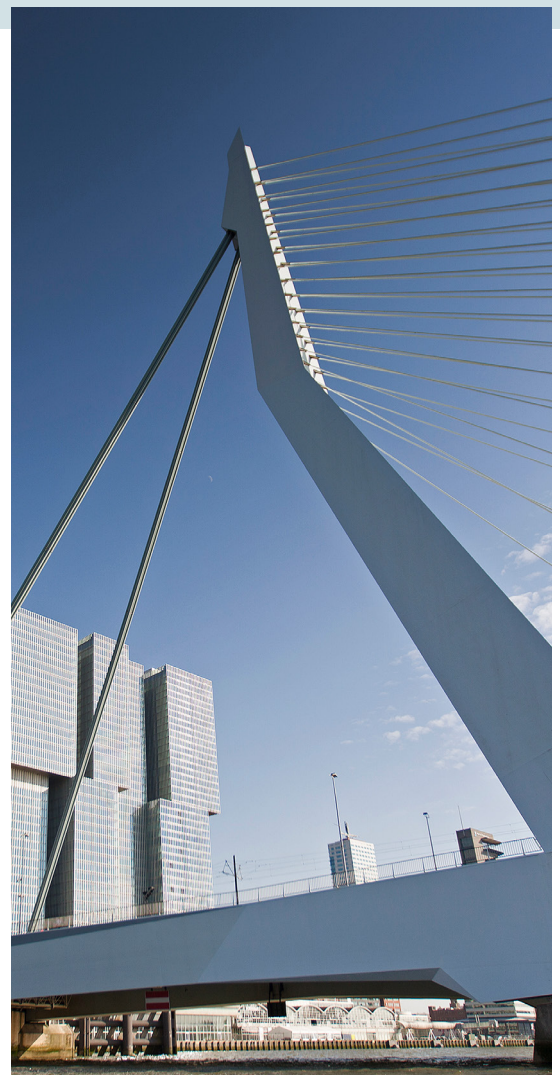
Participants will gain insights into the latest technological advancements, including digital platforms, big data, and artificial intelligence. The course will explore how companies can leverage these technologies to develop effective information strategies that address the challenges posed by digital disruption. Additionally, it will guide participants in navigating the threats and opportunities associated with stakeholder management through efficient and strategic communication tactics.

Ultimately, this course equips professionals with the essential knowledge and skills to excel in the dynamic field of digital communication, ensuring they can effectively harness digital tools and strategies to achieve their organisational objectives.

Learning objectives

The masterclass is designed to help you:

- Understand digital transformation and identify potential challenges for your business and industry.
- Understand the role of data, analytics, and experimentation for a data-driven strategy.
- Examine digital platforms, explore the three pillars of platform economics, and analyse future challenges for platforms.
- Understand, develop, and manage digital communication campaigns within the digital business landscape.
- Identify digital tools, technologies, and channels to improve and manage stakeholder engagement.
- Explore a range of concepts and models to identify and effectively reach external and internal audiences.
- Critically understand latest technologies, such as artificial intelligence, and their implications for the profession and practice of corporate communication professionals
- Apply generative AI tools for strategic work and communication related tasks.



Your learning experience

The course will improve your understanding and knowledge of digital strategy. You will learn to identify and explore the tools and techniques in interactive sessions, and share experiences with peers working in different organisational set-ups.

The course provides an environment based on experiential learning, which will help you to assimilate new knowledge. It combines these learning tools:

- **Lectures** that provide the basic theoretical frameworks to approach every topic, and additional reading to further develop your understanding of each course topic.
- **Case studies** to help you discuss each topic in depth and better understand how to practise the theoretical concepts.
- **Guest speakers** who transfer their knowledge and use of practical tools from experience.
- **In-class discussions** which encourage active engagement and sharing of experiences.

Certification and ECTS

You will be asked to apply the theoretical and practical notions presented in the first part of course to an organisation of your preference, showcasing in a written report what can be improved, why it's needed, and how this can be implemented using the framework presented in the course. This is an individual assignment. You will learn more about this in the final session of the course.

You will receive a certificate upon successful completion of the course.

This course is worth 5 ECTS, if you take this as part of RSM's complete part-time MSc in Corporate Communication.

Why Digital Communication

This course on digital strategy and corporate communications offers a vital opportunity for professionals to navigate the complexities of today's digital landscape. Participants will gain a critical understanding of how digital transformation impacts business and communication environments, equipping them with the frameworks needed to analyse and manage challenges at the intersection of these strategies. Through exploration of the latest technological developments, such as digital platforms and artificial intelligence, participants will learn to leverage these tools effectively to approach digital disruption and enhance stakeholder engagement.

Moreover, the course provides practical skills in utilising digital tools and tactics like generative AI and digital storytelling. Participants will learn to develop and manage digital communication campaigns within the evolving digital business landscape, while also enhancing their ability to reach both external and internal audiences through various digital channels. By delving into the implications of emerging technologies for corporate communication professionals, this course offers a pathway for professional growth and adaptation in an increasingly digital world.

For Whom?

You will benefit from this programme if you are corporate communication professionals, business strategists, marketing managers, and digital transformation leaders who want to deepen their understanding of the digital landscape. Additionally, this course benefits anyone interested in leveraging digital tools, such as AI and big data, to enhance their organisation's communication strategies and adapt to the evolving digital environment. Whether you are looking to update your skills or lead digital transformation within your organisation, this course provides valuable insights and practical knowledge.

In our classroom, you will meet a diverse group of accomplished, driven and open-minded professionals from Europe and beyond, working in various communication positions in the public and private sectors, NGOs, and consultancies. All participants should be educated at least bachelor level, and have at least three years of work experience.



Programme overview

Lecture day 1

Foundations of Digital Strategy

- Programme introduction and overview
- Digital transformation and digital business models
- Data- and AI-driven organisation
- Digital platforms

Lecture day 2

Digital Strategy and Corporate Communications

- Digital transformation of corporate communications
- Digital communication strategy
- Tools and tactics 1: digital storytelling
- Tools and tactics 2: crisis and reputation management

Lecture day 3

Artificial Intelligence and Corporate Communications

- Artificial Intelligence and decision making
- Gen-AI Workshop – Part 1 Gen AI and communication strategy
- Gen-AI Workshop – Part 2 Hands-on Implementation
- Ethical questions and considerations
- Wrap-up



Teaching experts

Dr. Michael Etter – Leading Lecturer, King’s Business School, King’s College London

Dr. Michael Etter holds a PhD in organisation studies and cultural theories from the University of St. Gallen, Switzerland. He has served as an assistant professor at Copenhagen Business School and as a Marie Curie Research Fellow at Cass Business School, City, University of London. His research has been published in top academic journals like Academy of Management Annals and Journal of Management Studies. Dr. Etter has received numerous awards for his research and teaching, along with grants from prestigious institutions such as the British Academy. Prior to academia, he worked in public relations and founded an advertising agency.

Dr. Etter’s research focuses on how new and established firms build organisational reputation and legitimacy in the digital economy, with an emphasis on corporate social responsibility.

Professor Ting Li – Rotterdam School of Management, Erasmus University

Dr. Ting Li is a Professor of Digital Business and Head of Business Information Management at Rotterdam School of Management, Erasmus University. She is the founding member and Academic Director of Digital Business Practice at the Erasmus Centre for Data Analytics. An expert in

digital strategy, ecommerce, AI, and digital privacy, she previously worked for General Electric and IBM. Dr. Li earned her Ph.D. in Management Science from Erasmus University and an MSc in Computational Science from the University of Amsterdam. Her research and teaching focus on the strategic use of information and its impact on consumer behavior and firm strategy. In 2017, Poets & Quants named her one of the Top 40 Professors Under 40 Worldwide.

Till Achinger – Managing Director, FGS Global, Germany

Till Achinger is Managing Director on FGS Global’s Tech & Transformation team, specialising in future-proofing communications, leveraging data insights, and digital positioning. With over 15 years of experience, he has worked across various sectors, from marketing an online startup to leading digital corporate communications for an MDAX company. As the Research and Insights lead for FGS Global Europe, Till provides expert tools and data solutions to clients, helping communicators make smarter decisions. He co-leads Future-Proof Communications, advising on organisational, cultural, and technical development. Previously, he managed global digital strategy for a pharmaceutical company and co-founded two startups. Till studied communication science, Arabic studies, and history in Aachen and Münster.

Practical information

Explore the latest updates on dates, fees, and locations by visiting our website at rsm.nl/mcc. Take advantage of the convenience of our frequently offered live online courses.

If you have any questions or need more information, we're here to help. Feel free to reach out to us at ccc@rsm.nl or call us at +31 (0) 10 408 2851.

Ready to take the next step?
Secure your spot by completing our online [application form](#).

We look forward to welcoming you to our programme!



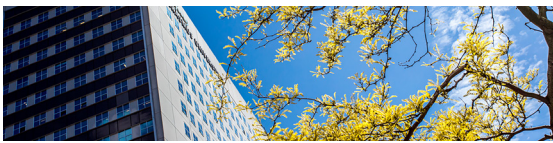
About our Part-time Executive Master in Corporate Communication programme

This course can be followed on its own, or as a part of our **Part-time Executive MSc in Corporate Communication**.

We have offered this master programme since 1998, to communication professionals who wish to further enhance their careers. The aim is to provide strategic, leadership and management skills, as well as in-depth knowledge of corporate communication, reputation management and related disciplines. Participants who complete the whole programme are rewarded with a master degree from Erasmus University Rotterdam.

Our accredited programme is designed to be flexible, and can be combined with a full-time career. You can therefore start at any time, with any of our four modules:

Part I
Foundation of corporate communication
Foundation course (in January or June)



Part II Six advanced elective courses
Six advanced elective courses. You can choose six courses from the 15 that are offered, depending on your personal or professional interest and availability



Part III
Study trip
International study trip



Part IV
Master thesis
Master thesis.



To obtain the master degree you must complete all four modules. Upon completion, you will have gained insight from new academic, international perspectives, and learned from working with international peers from diverse industry backgrounds within Europe and beyond.

www.rsm.nl/mcc

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.