

Part-time

Executive Master of Science in **Corporate Communication**





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Welcome

from the academic director

Now more than ever corporations and public sector organisations rely on seasoned communication professionals to help them grow, maintain and protect their reputations in a political and media environment that is active 24/7 and constantly evolving.

To play your part in this dynamic environment, communication professionals like you need to be equipped with the right mix of competencies and leadership skills to manage your organisation's reputation and be a force for positive change. You need the proper tools to advise CEOs and other leaders on how to deal with stakeholders and strategic issues that can make or break the organisation's reputation.

The part-time Executive MSc in Corporate Communication programme (MCC) is specifically designed for this purpose. It provides you with the competencies and skills you need to take the next step in your career and advance into leadership roles. The MCC programme supplies you with the confidence, leadership skills, global outlook and networks that you need to operate on a senior leadership level in your organisation.

A distinctive strength of the programme is that it blends academic knowledge from a business school context with best practice cases from around the world. The result is informed yet actionable knowledge that you can immediately apply in your own work.

As one of the lead professors in the programme, I'm also particularly proud of the programme's academic heritage and credentials. The master is the first of its kind in Europe and remains the premier programme of choice for professionals and executives in corporate communication. I hope you will also become part of this elite cohort of alumni across Europe who are leading the way in the practice of corporate communication.

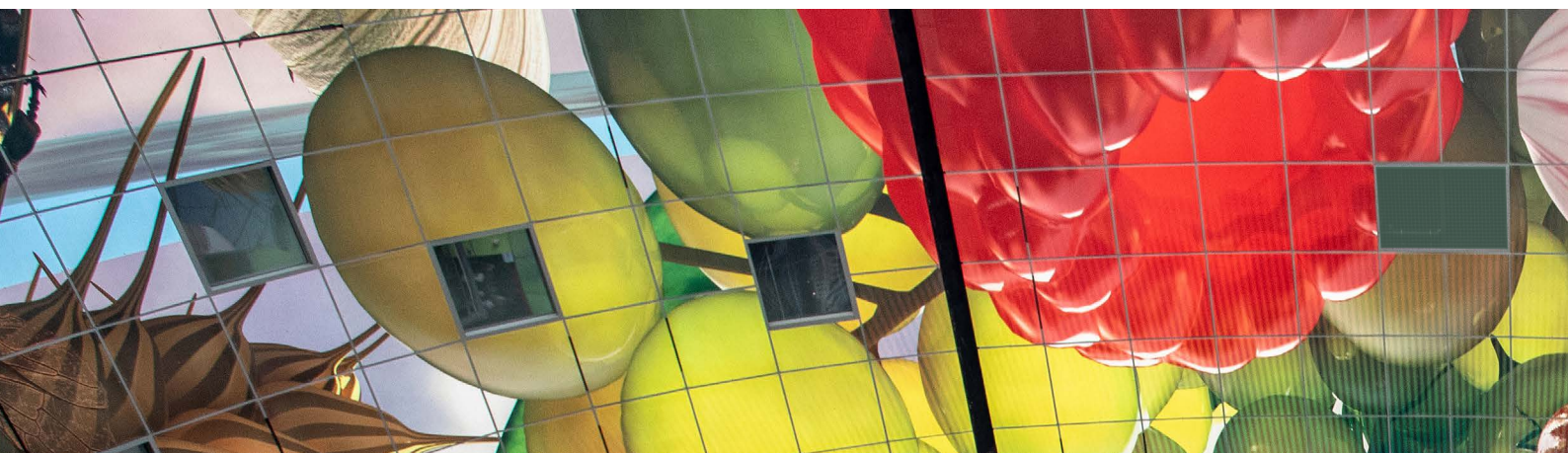


Professor Joep Cornelissen

*Professor of Corporate Communication and Management
Academic Director of the part-time Executive MSc in
Corporate Communication*



Why study corporate communication at RSM?



» Academic foundation and practical impact

The rich curriculum blends top-notch academic theory with practical implementation frameworks, complemented with best practices from thought leaders of industry.

You will learn from RSM's top academics and professors from other business schools such as Esade, INSEAD and Tuck School of Business (an Ivy League school). They are world-renowned professors who are acknowledged as being at the forefront of their fields. Thought leaders with a track record within their industries and field will share their point of view with real-life insights during classes as well. Visiting business practitioners and guest lecturers come from organisations including ASR, Edelman, ING, KLM, Rabobank, Santander Bank, SCHOTT AG, Tata Steel, Telecom Italia and Unilever.

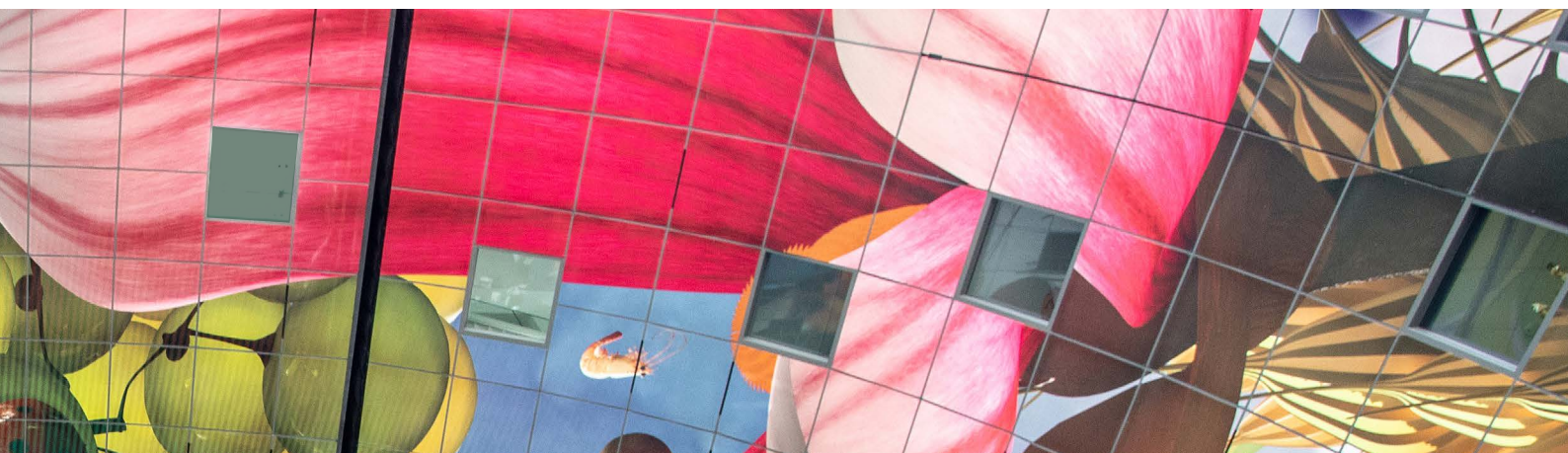
» Applied learning and group work

In the courses, you learn practical skills to solve communication issues in a managerial setting. Each course offers relevant content, global perspectives and hands-on approaches to business challenges through a combination of lectures, case studies, small group discussions and workshops.

In the global economy, international collaboration is more important than ever. In our programme, you will work in multicultural teams with peers to tackle business challenges. Each class ends with a practice-based take-home assignment, individually or in groups. You will often work on a case from your own organisation, which allows you to apply the lessons learned immediately.

RSM's part-time Executive Master of Science in Corporate Communication is a one-of-a kind programme and has a proven track record of world-class corporate communication education. A programme that inspires and prepares communication professionals through top-notch academic theory, practical relevance and personal development for future success.

You can follow the programme at your own pace and tailor it to suit your career interests and organisation's needs. You will learn from and have access to world-class faculty members and leaders of industry in the field of communication. You will collaborate with other global talented senior managers and directors to solve real-world business cases and build a network for life. Are you ready to join?



» Design your own programme

There are four parts in the master: a foundation course, elective courses, an international study trip, and a thesis. The electives count for half of the study points (ECTS) you need for your Master of Science. You can customise your master by choosing six electives from our broad portfolio. This means you can build expertise in specialised communication areas and general management.

There are 15 elective topic-focused courses, such as crisis communication, corporate branding, finance for communication professionals, and strategic communication. See page 12 for all elective courses. You can truly build your own programme! Also, you can start the programme and electives at any time and set your own pace, so you can study alongside your job when it is most convenient for you.

» An international network for life

One of the most valuable resources of our programme is that you connect with your peers during classes and build your own network within the global communication community quickly and effectively.

After the programme, you become part of RSM's alumni community with over 40,000 professionals across more than 100 countries. Alumni all over the world stay connected with RSM via the Local Chapters. An alumni dinner in Toronto; a company visit in Madrid; a brunch in Dubai: these are just a few of the many events that alumni worldwide are involved in and you can join. It's a highly active network which provides you with opportunities for networking, knowledge-sharing and life-long learning to propel your career forward.

10 reasons to join RSM's executive MSc in Corporate Communication

1

Excellent faculty. Learn from RSM's world-renowned faculty and professors from other top business schools, who are at the forefront of their fields.

2

Strong combination of academic rigour and real-world experience. Return to your work environment after each course with new knowledge, ideas and insights, which you can immediately put into practice.

3

Business perspective and critical thinking. Think critically and view every aspect of communications from a strategic perspective, and develop and implement communication strategies that advance your organisation's goals and mission.

4

Design your own programme. Build your own programme by choosing from a broad portfolio of elective courses to build expertise in the areas that matter most to your organisation and your career.

5

Flexible design. Start the programme at any time, determine with which course you want to start, and set your own pace.

6

Proven career development. Move toward a personally shaped and evolving future.

7

Global alumni network. Have access to an extensive community of professionals from various industries during the programme and after graduation.

8

Earn your MSc degree. Be a part of a unique programme in Europe in corporate communication that leads to Master of Science degree.

9

RSM's international prestige. Become a graduate of one of Europe's leading business schools and make an impression on people reading your resume.

10

Triple-accredited and quality-assured. Study at one of the 1% of business schools worldwide with Triple Crown accreditation: RSM is accredited by all three international, independent accreditation committees, as well as regional accreditation bodies.

A photograph of a woman with blonde hair tied in a bun, wearing a red textured top, sitting at a desk and listening intently. Her hand is resting on her chin. In the background, other people are blurred, suggesting a classroom or seminar setting. A water bottle is visible on the desk in front of her.

The knowledge learned in each course can be applied directly into the daily business of managing and marketing your organisation, which makes this master programme a great investment.

Milou Halbesma Director – VandenEnde Foundation

Programme curriculum

How can you adapt to change and deal with complex problems effectively and successfully? This programme offers you state-of-art knowledge, fresh perspectives and new approaches so you can excel. And as the business world keeps evolving, we apply new best practices to continuously improve your learning experience.

Course structure

The programme consists of four building blocks. All four parts must be completed for your Master of Science in Corporate Communication degree.

- 1 Foundation course in January or June
- 2 Advanced elective courses: choose 6 from a choice of 15
- 3 International study trip
- 4 Master thesis

For the advanced elective courses you can choose specialisations in specific areas of corporate communication. For the master thesis you can apply the acquired skills for research.

The entire programme is worth 60 credits in the European Credit Transfer System (ECTS). One ECTS credit is equivalent to 28 hours of study.

You can start the programme at any time, determine with which of the courses from part 1 or part 2 you want to start, and set your own pace.

Course duration

This programme is designed for communications professionals; it is also designed *around* them. You can complete all four parts of the MCC programme in as little as 24 months alongside a busy and demanding career, or finish all four parts of the programme within several years. On average our students take three and a half years to complete the entire programme. You can plan it in a way that works for you.

Course assignments

After each class, you get an assignment which you work on alone or with a study team. You typically work on cases from your own organisation, which allows you to apply your new knowledge in a business situation immediately. You can make a direct impact with the skills and capabilities developed in class.

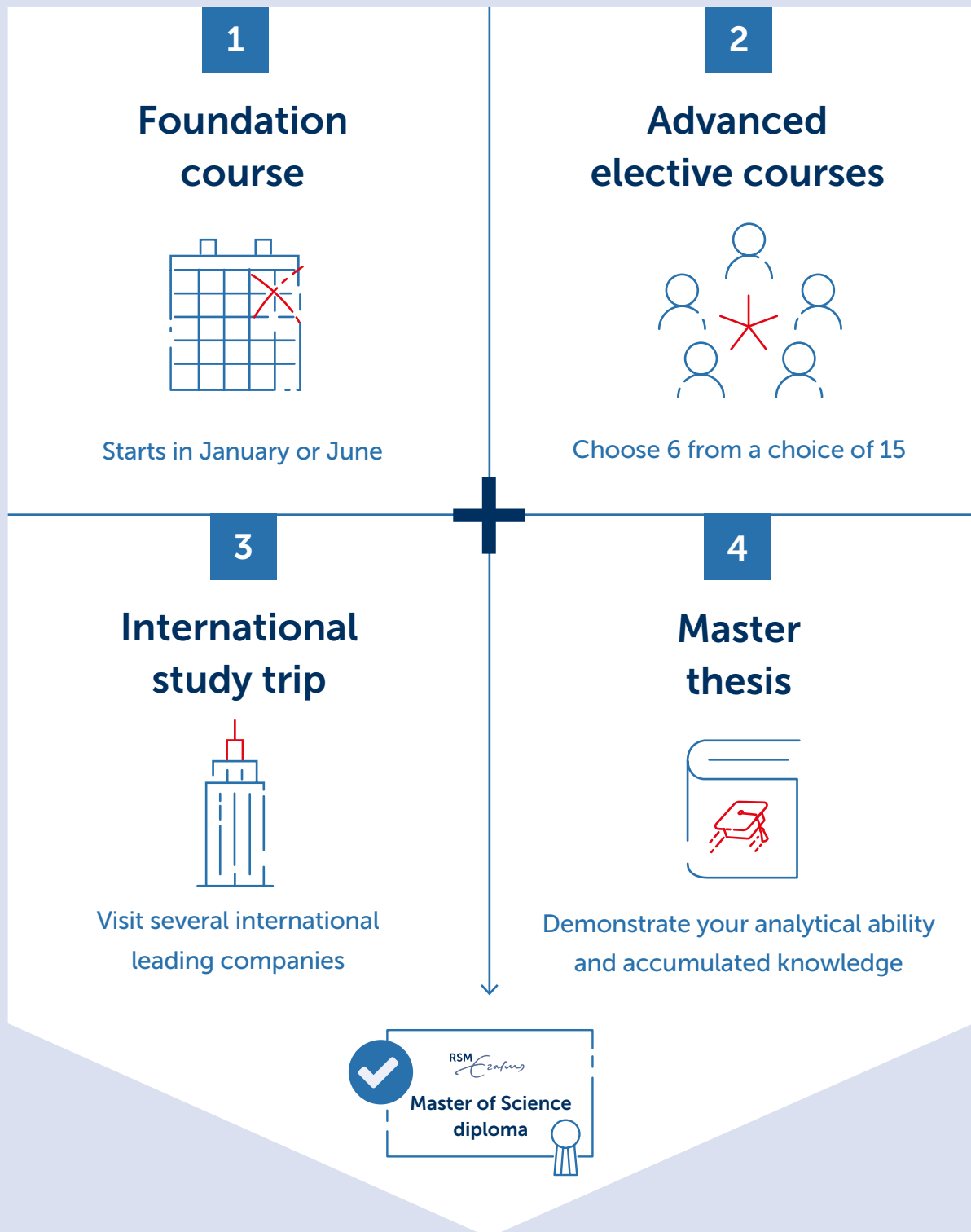
Online courses

Next to courses taken place on campus the programme offers regularly courses online. The online course is developed to provide accessible, quality programme to professionals around the world. This novel education approach is convenience and flexible, support face-to-face experience and offers all benefits of remote learning.

For more information see

 [rsm.nl/mccschedule](https://www.rsm.nl/mccschedule)

The programme consists of **four building blocks**





This course could be summarized as: inspiring, sharing experience, new insights, a long serious deepening in the field of communications, networking, fun and social. The foundation course is organised in a fantastic way at a pleasant location, which made it easy to isolate myself from my job and to concentrate.

Stephanie Koenders Communication Manager –
B&A Group

Foundation course

in corporate communication

1

The four- or five-day intensive foundation course deepens and expands your knowledge of corporate communication. It incorporates current thinking and developments from both the academic and practitioner worlds. It's a combination of a comprehensive theoretical foundation with numerous practical guidelines and insights that apply in your day-to-day work and in strategic and tactical communication decisions.

This course is led by Prof. Joep Cornelissen. He is a professor of corporate communication at RSM and among the top 40 best-publishing economists in the Netherlands. You will also learn from other widely recognised professors in the field of corporate communication and skilled business practitioners from large organisations around the world. Together, they combine impeccable academic credentials with a thorough knowledge of business practice.

You'll focus on four key topics of corporate communication:

- » Organisational identity
- » Corporate branding
- » Reputation management
- » Strategic communication

After the course, the assignment allows you to analyse these four key areas in your own organisation or an organisation of your choice. Exploring and applying your new knowledge, ideas and insights will benefit your organisation and your career right away.

Offered in two formats

The five-day Winter Foundation Course is offered interactive via Zoom, supported by the RSM virtual studio. To fit better the online format the same content of the foundation course is spread out over five days. The days are shorter, to allow for better absorption and retention of the material.

The four-day Summer Foundation Course takes place in-person at a venue. The hotel is located in a beautiful and historic estate in the Southern of the Netherlands. You will be able to focus intensively on the course, while enjoying the beautiful scenery in the breaks. It perfectly balances the day between theory, networking and having fun.

2

Advanced elective courses

Discover the world of corporate communication from all angles by choosing 6 electives from a list of 15 advanced courses, allowing you to customise your master degree and build specialisations on which to build your future career. You can choose the order of the courses and the pace of studying. The courses provide a mix of academic rigour and practical applicability and use teaching methods such as cases studies, role-plays and in-class discussions.

The broad portfolio of elective courses changes constantly, depending on trends and needs in corporate communication. The elective courses are spread across two categories:

- » Courses focused on a key theme in corporate communication, giving an in-depth look at specialised areas from a business perspective.
- » General management courses with a strong connection to corporate communication, for example 'Finance for communication professionals'.

Intensive learning on campus

Each advanced elective course is an intensive, three- or four-day. It includes lunch together on campus, which allows for engaging with faculty members and peers. Courses will take place in the executive education building on our Erasmus University campus in Rotterdam or online. The courses are scheduled throughout the year and each course will run about once every 1.5 years, so you can let the order of your choice depend on which one fits your agenda.

1 | Co-creation and stakeholder engagement

2 | Corporate branding

3 | Corporate responsibility

4 | Crisis communication

5 | Digital communication

6 | Employee communication

7 | Finance for communication professionals

8 | Issues management and public affairs

9 | Leadership and communication

10 | Navigating the stakeholder media landscape

11 | Organisational change

12 | Persuasive communication

13 | Reputation management

14 | Strategic communication

15 | Strategic management for communication professionals

For more details about courses and dates see

 rsm.nl/mccschedule

“The programme was spot on in terms of advanced professional education. Following the right pace, it provided the right frameworks and insights to better understand why and how we should embrace co-creation and stakeholder engagement now more than ever.”

Dennis Hermans Head of Alumni Relations – Vrije Universiteit Brussel (Belgium)



1 | Corporate branding

People and companies are increasingly interconnected, transparent and dynamic. Senior managers must know how to build internally driven authentic and ethical corporate brands. In this course, you will learn how to lead this process for a strong and enduring corporate brand that gives focus to the entire organisation and aligns its diverse stakeholders towards sustained value creation.

- » Investigate corporate brands as a portfolio of meanings in a complex ecosystem.
- » Discuss the role of corporate brand identity as the glue that holds an organisation together and links heritage with aspirations.
- » Explore how to build a strong corporate brand with an authentic and enduring identity, as well as an inspiring brand vision.
- » Explore how to use and promote storytelling and story building.

3 | Crisis communication

In a crisis, leaders must communicate with their key constituencies, early and often, and with empathy, honesty, and transparency – even when you don't have all the answers. So what can you do before, during, and after a crisis hits? What general frameworks can help you conquer a crisis situation, and ideally, prevent crises from happening in the first place?

- » Learn specific tools and frameworks for crisis communication.
- » Anticipate potential risk areas ahead of time, and as a result, behave more proactively once a crisis does, in fact, strike.
- » Determine appropriate communication channel choices when sending a message to stakeholders at large during high-pressure crisis times.

2 | Co-creation and stakeholder engagement

In this course, you will learn how organisations can open up to the exterior to better understand key trends. You will also explore the demands and expectations of stakeholders and how to deeply engage them in strategic partnerships to develop new business models, strategies, innovations and communications platforms.

- » Understand why co-creation has emerged and how it differs from other collaborative innovation methods.
- » Comprehend the key innovation typologies and how to combine them to build a balanced portfolio of innovations.
- » Learn the three-wave strategy and why it is the key for sustained profitable growth in any organisation.
- » See how organisations can approach co-creation from either a tactical or a strategic perspective.

4 | Corporate responsibility

Corporations are often held accountable for their impact on the environment and society. This course focuses on organisations' responsibility to its key constituencies and the environment in their operations. Explore how to make difficult choices, promote responsible behaviour within your organisation, and communicate effectively about corporate responsibility (CR). In addition understand what role personal values play in developing responsible corporate behaviour for your organisation and for yourself.

- » Learn how CR can enhance reputation and value in today's global business environment.
- » Discover tools and frameworks of CR that will be essential for your success.
- » Explore the best and next practices for integrating CR in global corporations.



"RSM's MSc in Corporate Communication does not only provide academic learnings, but also has immediate practical value. The programme can be combined with a career, and it offers a great variety of subjects."

Bart van Leeuwen Head of Communication – Dutch Bank Association

5 | Digital communication

The digital transformation has increased the work complexity and challenges for communications professionals. The empowerment of stakeholders and competitors through digital tools requires organisations to reconsider their structures, processes, and strategies.

This elective provides you with frameworks to navigate the complexity of a new media landscape, and helps you apply tools and tactics to efficiently manage various stakeholder relationships.

- » Understand the impact of trends in digital communication.
- » Develop communication strategies and match them to specific platforms, technologies, and digital media.
- » Monitor, evaluate and measure the impact of digital communication campaigns.
- » Critically understand latest technologies and their ethical implications.

7 | Finance for communication professionals

How can you best communicate about controversial financial topics which can evoke anger, confusion or fear among stakeholder groups? Understanding the context in which these financial topics develop will help you to be part of the business. After the course, you will be able to add value by integrating corporate communications with stakeholders.

- » Define the scope and objectives of corporate communication in relation to financial information.
- » Identify relevant stakeholders and their goals and worries.
- » Understand and interpret the financial statements of corporations, for example balance sheets, income statements and cash flow statements.
- » Calculate and interpret the most important financial ratios.

6 | Employee communication


Employee communication (EC) aims to motivate and inspire employees to work with a higher purpose and genuine passion and strive for a unified vision. This course will help you to integrate theories, research insights as well as current issues and cases into a comprehensive guide for best practices in employee communications.

- » Learn and understand strategies and principles of effective EC.
- » Compare different channels and tactics in reaching and engaging employees in the digital age.
- » Understand how contextual factors such as organisational culture, structure, and leadership, and current trends and issues shape EC practice.
- » Explore how to use and monitor a toolkit for EC campaigns.

8 | Issues management and public affairs

This course introduces you to two closely related disciplines: issues management and public affairs. You will develop knowledge of current best practices in both areas to secure the corporation's societal license to operate and integrate its market and non-market strategies.

- » Acquire a working knowledge of several models for identifying and interpreting strategic issues.
- » Learn how to develop a sustainable issue position.
- » Work with several strategies for making issues manageable and for orchestrating the firm's responses to them.
- » Analyse how a firm is affected by government policies and how these policies create both nonmarket opportunities and threats that need to be integrated in the overall firm's market strategy.



Along with the experienced teaching faculty, the programme provides great exposure to guest speakers and practitioners ranging from C-suite executives to academic scholars and business leaders across various industries.

Ivan Kosenkov Marketing and Communication Consultant
– Connect Brand Management



"The strategic management course was eye-opening about what's ahead in the next two decades. It provided us with the right concepts to support strategic decision-makers in times of high uncertainty."

Martin Regnet Head of External Affairs and Public Relations – Accelleron (Switzerland)

9 | Leadership and communication

Strengthen your strategic and leadership skills, expand your general business knowledge, and enhance your professional competence on a personal, organisational and global business environment level. This general management perspective seeks to integrate multiple functional perspectives so you gain a complete understanding of a challenge or opportunity. You will also learn how to manage corporate communication across functions in a multinational environment.

- » Learn the concept of 'general management' as a communicator.
- » Develop analytic skills needed for effective problem solving and opportunity identification.

10 | 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.
- » Become familiar with the possibilities and limits of current best practices.
- » Explore tools and principles to guide engagement per media type.
- » Design your own strategic media proposals with guidance and coaching.

11 | Organisational change

Change is a purposeful and constructed but often contested process. Which critical issues need to be considered when developing and implementing a plan for change, such as organisational politics, stakeholder management, strategic leadership, communication, motivating employees, and the choice and sequencing of interventions?

- » Develop your investigative and diagnostic skills so that you will be more effective in assessing what is going on in organisations.
- » Extend your ability to contribute to the management of issues arising from internally planned or externally imposed organisational changes.
- » Improve your ability to formulate and use a language for communicating about change to gain support and acceptance on the part of relevant stakeholders, including employees.

12 | Persuasive communication

Successful communication depends not only on what is said, but also how it is said. Discover the latest insights from the science of persuasion from the fields of psychology, marketing and linguistics in this course. You will gain practical knowledge and skills based on neuromarketing and message design that you can immediately put into use in practice.

- » Gain an in-depth understanding of persuasion theories.
- » Become familiar with persuasive and body language.
- » Acquire practical skills regarding key persuasion techniques such as framing, priming and rhetoric.
- » Learn how to design messages using neuromarketing and A/B testing techniques.
- » Investigate how persuasive techniques are used by leaders.

"Highly recommended course at the interface of communication, linguistics, psychology and digital marketing. This programme is very useful if you want to become a skilled persuader or want to advise others in this area, like the leaders of your organisation. It will change the way you think and act, in your job and in your personal life."

Jeannette Duin Press Officer – Centraal Planbureau



13 | Reputation management

In today's economy, a company's reputation matters tremendously. Companies and industries with reputation problems are more likely to incur the rage of legislators, regulators, and the public. You understand the importance, but how can you be a good advisor for today's reputational challenge?

- » Explore the latest academic knowledge and best practices for managing reputations.
- » Learn how to advise your organisations on a reputation-building strategy.
- » Apply specific corporate communication strategies to your reputation-building efforts.

14 | Strategic communication

Strategic communication is the purposeful use of communication by an entity to engage in conversations of strategic significance to its goals. But how can you identify strategic threats and contributions to organisations? And how can this be managed by corporate communicators?

- » Position your communication department as a strategic actor and facilitator within your organisation.
- » Identify and meet expectations of top management, other departments and business units, with positioning approaches such as ratings, relationships, quick-win projects, and with appropriate role models.

15 | Strategic management for communication professionals

Immerse yourself into the domain of strategic leaders at a business and corporate level to explore key concepts such as positioning, parenting advantage and globalisation. These concepts will then be related to the digital reality, and you will also discuss the consequences for corporate communication.

- » Understand organisational strategy and strategic issues; and develop your own preferences and perspectives on strategic issues.
- » Identify and understand relevant technological innovations and know the consequences of digital transformation for your organisation.
- » Find opportunities for business model innovation.
- » Be aware of personal development opportunities towards strategic leadership positions.

Stand-alone courses

If you're not ready to commit to the master programme but want to develop yourself on a professional and personal level, you can choose to follow the foundation course and the advanced elective courses on a stand-alone basis. These short courses can give your career a boost, with no obligation to complete the entire programme. You will receive a certificate to confirm successful completion of each course.

If you're ready to take the next step in your career, get in touch:

Website: rsm.nl/mcc

Email: ccc@rsm.nl

Phone: +31 10 408 2851

For more details about courses and dates see

 rsm.nl/mccschedule



The study trip was inspiring and proved to be a powerful learning experience, combining insights from scholars, reflections from agencies and input from corporations. And we had a lot of fun.

Loth Kroeger Head of Corporate Communications and Marketing
– DAS Rechtsbijstand



International study trip to Barcelona

3

The week-long, intensive and hands-on study trip to Barcelona is designed to expose you to the global business culture through company visits, workshops and guest lectures. It is an integral part of the master programme and takes place every year around September.

The one-week study trip to Barcelona is designed to acquaint you with a global perspective of corporate communication and reputation management. Barcelona has emerged as the European startup hub for entrepreneurship and innovation. When it comes to total investment, Barcelona is ranked after London, Paris, Berlin and Stockholm.

- » Engage with business leaders and discuss real-world challenges.
- » Visit several international leading companies in Barcelona such as CaixaBank, Danone, Ferrer and Lenovo learn from their communication strategies, views and also to discover their communication challenges.
- » Attend guest lectures at top business schools like IESE Business School, University of Navarra and Esade Business School.

“The study trip is hard work but a lot of fun too.”

Many graduates remember the study trip as a highlight, if not the highlight, of the MCC programme. By most students the trips fulfill the mission of providing experiential learning that enhances classroom instruction. There are two main benefits. One is “conceptual,” broadening knowledge of global issues, management, and leadership issues, or of a country or industry. The other is “personal,” which revolves around exercising leadership, getting to know other students better, and having a meaningful and fun experience.

The learning experience is augmented through active engagement with the professionals, investigation of the communication challenges facing the organisations visited, and personal reflection of your experiences on the study trip.

The study trip is hard work but a lot of fun too. It allows you to harvest the friendships you have built throughout the programme. Beyond the official programme, many participants took the opportunities to discover the city together. This adventure – the learnings and the experiences – will stay with you for a lifetime.



What I truly like is the relevance of my thesis for the organisation. I took it back to the organisation to share my recommendations and of course I will do my utmost to implement the recommendations done. That's going to be my work for the coming years.

Stella van Emmerik Manager communication and relations – Bernhoven Hospital

Master thesis

4

The final step in your master programme is to write your thesis. This will deepen your knowledge of research models, methodologies and techniques in corporate communication and help strengthen your understanding of the importance and value of transforming research results into managerial actions.

All participants must write a master thesis to demonstrate their analytical ability and accumulated knowledge. Participants often choose to research a problem within their own organisation. After researching and writing, they will have become an expert in their research topic. Because of their relevance, many theses are published within organisations or in magazines of industry organisations. It often contributes and moves students towards a personally shaped and evolving future.

Here are some topics of the latest master theses:

- » The effect of organisational leaders on employee voice and employee silence
- » The pressure to change. The role of climate change – communication strategies in the energy industry
- » The untapped potential of social media – employee advocacy
- » Speech is golden!? How to know when a company should speak up and when to stay silent about societal issues
- » Communicating in the age of thinking machines: the impact of Artificial Intelligence on reputation and persuasion

The thesis trajectory starts in January each year and leads to graduation in December of that same year. The trajectory consists five online sessions: the research topic and thesis writing session will help you get started, followed up with a qualitative methods workshop and a quantitative methods workshop to learn more about the research methods and data analysis and finally the plenary feedback session to finishing touch your research proposal. You will also be guided by a coach and co-reader from the beginning until successful completion.

“Are you ready to become an expert and move your career forward?”

Teaching faculty

Our faculty members are world-class academics who have contributed to the field of corporate communication throughout their careers. Advanced elective courses are taught by RSM faculty and visiting professors from other top business schools, like Tuck School of Business (USA), King's Business School (UK), INSEAD (France), Henley Business School (UK) and Esade (Spain).

Their books are used by thousands of students at universities and business schools worldwide, and their research has been published in international leading academic journals. They also regularly provide analysis of actual trends and events to global media outlets by sharing their ideas and insights

In addition to academic teachers, business practitioners from a range of organisations attend courses and provide guest lectures to share their experience and practical knowledge.



Prof. Joep Cornelissen

Joep Cornelissen is academic director of the MCC programme and professor of corporate communication and management at RSM.



Prof. Paul Argenti

Paul Argenti is a world-renowned professor of corporate communication at the Tuck School of Business, Dartmouth College, based in the USA.



Prof. Jean-Philippe Bonardi

Jean-Philippe Bonardi is a professor of strategic management at HEC Lausanne. His research has been published in international research outlets and presented in many universities worldwide.



Prof. Jaap Boonstra

Jaap Boonstra is a professor of organisation dynamics at Esade Business School in Barcelona.



Dr Michael Etter

Michael Etter is senior lecturer in entrepreneurship and digitisation at King's Business School, King's College London.



Prof. Pursey Heugens

Pursey Heugens is a professor of organisation theory, development and change at RSM. He has won numerous awards for his research and teaching.



Prof. Gui Liberali

Gui Liberali is a professor of digital marketing at RSM. He holds a doctorate in marketing and a BSc in computer science.



Prof. Carola Hillenbrand

Carola Hillenbrand is a professor of organisational psychology at Henley Business School at the University of Reading.



Florian Madertoner

Florian Madertoner is a lecturer at RSM with expertise in banking and finance. His research interests include behavioural finance and fraud.



Dr Mark Lee Hunter

Mark Lee Hunter is based at INSEAD and a highly accomplished author, scholar, and investigative journalist with a doctorate in communication.



Prof. Rita Men

Rita Linjuan Men, PhD, APR is Professor of Public Relations in the College of Journalism and Communications at the University of Florida.



Dr Oriol Iglesias

Oriol Iglesias is an associate professor at Esade in Barcelona. He has been consulted worldwide by leading firms and his research has been published in top academic journals.



Prof. Bob de Wit

Bob de Wit is a professor of strategic leadership at Nyenrode Business University, and has co-authored numerous books, articles and cases, adopted by 200+ institutions worldwide.



Prof. Nicholas Ind

Nicholas Ind is a professor at Kristiania University College and a visiting professor at ESADE, Barcelona and Edinburgh Napier University.



Prof. Ansgar Zerfass

Ansgar Zerfass is a professor and chair in strategic communication at Leipzig University.

Meet our students

The part-time Executive Master of Science in Corporate Communication programme brings together a diverse group of accomplished, driven and open-minded professionals from Europe and beyond.

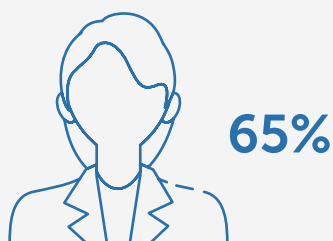
The flexibility of the MCC programme attracts participants from varied and wide-ranging career backgrounds, including media, consulting, finance, tech, the military, pharmaceuticals, aerospace, healthcare and non-profit sectors. Each of them adds tremendous value to the programme, through an exchange of best practices, debates and new friendships that last well beyond graduation.

The investment you make in this MCC programme will reward you with a life-changing experience and unfold career opportunities.

Average age



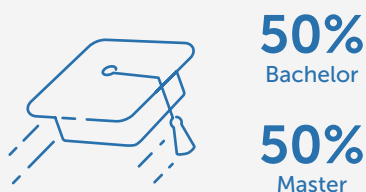
Female



Average work experience



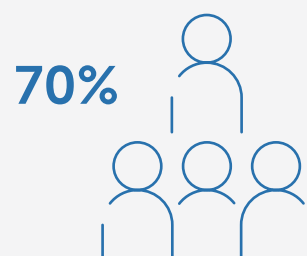
Education background




International



Senior management position





This programme is a must for everyone who wants to explore the constructs of corporate communication and its worldwide dynamics in depth.

Bart de Graaff Head of Communication and Recruitment – Royal Netherlands Army



Practical information

RSM offers you an extraordinary executive master programme experience. Here's how you can get started.

Application requirements

The programme is open to driven and motivated communication professionals who aspire to expand their knowledge and increase the impact of their work. To be eligible for admission, you need:

- » a bachelor degree or higher
- » a strong command of the English language
- » a minimum of three years of work experience in corporate communication or related fields.

Admission process

The process is divided into three steps:

1. Submit online application form and documents
2. Personal interview
3. Final decision

Programme and course fees

The part-time executive master is a modular programme. You can pay per module or for the entire cycle. See our website for the latest information on fees for the complete MCC programme and individual courses.

 www.rsm.nl/mcc

Scholarships

The part-time executive master is a non-Government funded part-time programme with flexible start and end dates, making it ineligible for many scholarships, and it does not offer any scholarships itself.

Take the next step

Contact our programme advisor for more information

We can guide you in selecting the courses that best support your career development and business goals. Contact our programme advisor:

Susanna Marco
+31 10 408 1914
ccc@rsm.nl



Connect with an ambassador

There is no better way to understand the benefit of something than to ask someone who has done the programme. Our graduate ambassadors are happy to answer your questions. Contact us to speak to a participant in a relevant country or sector.

 [rsm.nl/mccalumni](https://www.rsm.nl/mccalumni)



Check the schedule and sign up for your first MSc course

The courses take place throughout the year and each course will return on the schedule about every 18 months, so it fits your agenda. Scan the QR code to find out the latest course schedule and sign up.

 [rsm.nl/mccschedule](https://www.rsm.nl/mccschedule)



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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. Study information and activities for future students, executives and alumni are also organised from the RSM office in Chengdu, China.

www.rsm.nl



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