

# WINTER FOUNDATION COURSE

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IN CORPORATE COMMUNICATION

Online programme



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# The Winter Foundation Course

Do you work in corporate communication or a related field? Our five-day Winter Course is an excellent opportunity to deepen and expand your knowledge of corporate communication. This course incorporates current thinking and developments from both the academic and practitioner worlds. It combines 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.

Throughout the course, you will:

- gain an in-depth view of the latest developments, tools, and practical and academic insights into the fundamental key issues of corporate communication, such as organisational identity, corporate branding, and strategic reputation management

- explore the development of corporate communication strategies and the implementation of communication programmes and campaigns
- be able to put into practice what you have learned and help your organisation optimise its communications based on academic insights and best practices
- contribute to increasing business value through effective communication strategies.

In the foundation course, you will learn through a combination of lectures, interactive sessions, workshops and case studies, providing an engaging and well-rounded learning experience.





# For whom

**This course is designed for the following individuals:**

**Communication Professionals:** This course is explicitly beneficial for communication professionals who are looking to deepen their knowledge of corporate communication. It offers a valuable opportunity for them to expand their skills and understanding in the field.

**General Managers and Executives:** General managers and executives will find this course advantageous as well. It equips them with insights into corporate communication that can be vital for making strategic decisions and optimising communication within their organisations.

**Consultants:** If you work as a consultant in the field of communication, this course is a valuable resource. It will help you enhance your expertise, stay updated on the latest developments, and provide more informed and effective advice to your clients.

In summary, the course caters to a broad audience of communication professionals, managers, executives, and consultants, and it encourages a collaborative learning environment by bringing together a diverse group of professionals from various sectors, including the public and private sectors, NGOs, and consultancies. This diversity ensures a rich learning experience, allowing participants to benefit from the insights and experiences of peers in different fields.

Participants for this course are advised to hold at least a Bachelor degree and at least five years of work experience.

# Learning objectives and your learning experience

In this course, you will:



explore the **theoretical foundations of corporate communication**, such as identity, branding, reputation management and strategic communication



apply theoretical frameworks to **diagnose and describe the identity of your organisation**



develop an **identity-led communication strategy** and positioning for your organisation



acquire a **deep understanding of the power of brands** for customers and organisations



learn how a firm's **brand portfolio** (including both product and corporate brands) can be leveraged for growth



reflect on how **internal and external processes** affect corporate reputation and brand equity in the long-term



apply tools to systematise, reflect upon and describe **communication objectives** aligned to corporate goals



understand the **concept of agility**, its drivers, and its relevance for corporate communication



reflect on the **challenges and opportunities of agility** for communication professionals.

# Your learning experience

The course creates an environment based on **experiential learning**, which will help you integrate the learning objectives. The course combines the following learning tools:

- **lectures** that provide the basic theoretical frameworks to approach every topic, and additional readings to further develop each course topic
- **case studies** to help students discuss each topic in depth and better understand how to practice the theoretical concepts
- **guest speakers** who transfer part of their knowledge through their personal experiences
- **in-class discussions** which encourage active engagement and sharing of experiences.

You will receive a reader consisting of various articles and cases, which you can use as input for the final assignment, and as a reference after the course.

Assessment for this masterclass is based on an individual assignment. Further details will be discussed during the final session of the course.





Marleen Elias  
Abbvio BV

Annaliese Halinen  
B.S.F.

# Programme overview

The five-day programme is specifically designed to enable full-time working professionals to get the most out of this foundation course. It combines lectures, case studies, in-class discussions and presentations from guest speakers.

## Lecture day 1

### *ORGANISATIONAL IDENTITY*

- Foundations of corporate communication; identity, image and reputation
- Organisational identity; from analysis to specific messaging strategies
- Two workshops on identity analysis and messaging strategies
- Guest lecture on identity change

## Lecture day 2

### *CORPORATE BRANDING*

- Introduction to brands and their symbolic power
- Brand portfolio management; product brand versus corporate brand
- Two case studies
- Brand revitalisation, and how employees can change a brand



### Lecture day 3

### *STRATEGIC CORPORATE COMMUNICATION*

- Strategic communication; how to play the game and create value for your organisation?
- Interactive session: how do you contribute to corporate success?
- Management tools to define your role and set communication goals
- Corporate communication in agile organisations: enhancing flexibility and supporting digital transformation
- Guest lecture on strategic corporate communication

### Lecture day 4

### *REPUTATION MANAGEMENT*

- Theoretical Foundations in reputation management
- Reputation management strategy workshop 1
- Reputation management strategy workshop 2

### Lecture day 5

### *WORKSHOP STORYTELLING*

- Principles of storytelling
- Emotional power of storytelling

Please note: the order of topics may change, depending on guest speakers' availability.



# Course experts

This course is led by Prof. Joep Cornelissen, whose knowledge regarding the corporate communication field is complemented by that of other experts. Together, they combine impeccable academic credentials with a thorough knowledge of business practice, while also having contributed to scientific research. Additionally, business practitioners from a variety of organisations will share their experience and practical insights.

## ACADEMIC FACULTY

### Prof. Joep Cornelissen

Joep Cornelissen is academic director of the MSc in Corporate Communication programme and professor of corporate communication and management at RSM. His research focuses on the role of corporate and managerial communication in the context of innovation, entrepreneurship and change, and of social evaluations of the legitimacy and reputation of start-up and established firms. He is also the author of *Corporate communication: a guide to theory and practice*, a market-leading textbook which is used by nearly 25,000 students in over 50 countries.

### Prof. Carola Hillenbrand

Carola Hillenbrand is professor of organisational psychology at Henley Business School, academic director at the John Madejski Centre for Reputation (JMCR), and research division leader for the School of Marketing and Reputation. Carola's research aligns the subjects of responsibility, relationships and resilience with human decision-making, behaviours and emotions.

### **Prof. Oriol Iglesias**

Oriol Iglesias is a full professor and Global Chief Communications Officer of the Executive Education Programme at Esade. Oriol has conducted in-company training and research for leading global brands and has experiences as a partner, CEO and consultant at different stages in his career. He has also co-authored several books on brand management and co-creation, and his research on this topic is published in top international academic journals.

### **Prof. Ansgar Zerfass**

Ansgar Zerfass is professor and chair of strategic communication at the Institute of Communication and Media Studies at the University of Leipzig, Germany. He has published 35 books and more than 330 journal articles, book chapters, and study reports in several languages so far. He runs a large number of empirical projects, for example as initiator and lead researcher for the Global Communication Monitor study series, the world's largest research project on strategic communication covering more than 80 countries.

## **BUSINESS PRACTITIONERS**

### **Antonie Knoppers**

Antonie Knoppers is a trainer, coach, facilitator, guest speaker, and actor. Co-author of *Leading with Presence*, he teaches EMBA, GEMBA, and MBA cohorts at Rotterdam School of Management. With degrees in International Economics and Fine Arts, he specialises in leadership, communication, and presence training through his company, D&A Trainings.

### **Christina Rettig**

Christina Rettig is the head of corporate communications at SCHOTT AG, a German multinational glass company specializing in the manufacture of glass and glass-ceramics.

### **Boudewijn van Uden**

Boudewijn van Uden is the director of corporate communications at a.s.r., one of the largest Dutch insurance companies. In this role he is responsible for internal and external communication, strategic communication advice and events, a.s.r. Foundation, brand and positioning, investor relations, public affairs and CSR.



# Experiences from participants

"I highly recommend the Winter Foundation Course. It offers a deep dive into the tools for managing corporate communication. The course content is well-organised, and the professors are excellent. Even in the online format, there's a good amount of interaction."

– Clemence Benamar – Legouy, EUMETSAT

"The Winter Foundation Course in Corporate Communication was an exceptionally high-level training. We were handed the building blocks we need to organise professional corporate communications. The academic guest lecturers and business practitioners were inspiring. The intensive programme made me aware of the importance of the communications profession. I can apply the knowledge I gained in my daily work."

– Jan Denys, Randstad Group

"As a communications professional, one never stops learning. Our field is in a constant state of flux. In the foundation course, you not only revisit the fundamentals of corporate communication but also delve into the latest developments in our field. Theory and practice are closely intertwined in this course. It was very valuable for me to connect with other professionals and learn from one another."

– Karin Ooms, KLM





Marie-Agnes Heine  
European Medicines Agency

Sjoerd van Spronsen  
Streeklucht

Arneel van der Meer  
B&B Capital Advis



# Practical information

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## Dates

The winter foundation course takes place online in the last week of **January**.

## Fee

The course fee is €4,125. This includes:

- the book *Corporate communication: a guide to theory and practice* by Prof. Joep Cornelissen
- course reader with additional literature and presentation hand-outs
- certificate.

## Interested?

We are always happy to talk to you, and to answer any questions you might still have. Contact us via [ccc@rsm.nl](mailto:ccc@rsm.nl) or call +31 10 408 2851.

## Ready to apply?

Secure your spot by filling out our [our online application form](#).

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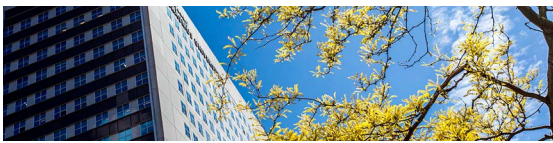
# About our Part-time Executive Master in Corporate Communication programme

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](http://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.