

Overview masterclasses **2023-2024**



Part-time **Executive Master of Science in Corporate Communication**

2-4 October 2023 in-person programme

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.

16-18 October 2023 hybrid programme

Co-creation and Stakeholder Engagement

Corporate communications have traditionally been associated with conveying the organisation's messages to its diverse stakeholders. However, in such a hyper-connected environment – in which customers and many stakeholders are gaining increasing power – firms need to be able to find new ways to listen to all stakeholders, and to involve them in the strategic decision-making processes.

In this three-day masterclass, you will learn how organisations can use co-creation to strengthen relationships with stakeholder groups. You will get new insights for using co-creation in innovation, then you and your fellow participants will discuss how co-creation strategies can also be applied to corporate communications.

16-17 and 20-21 November 2023 online

Employee Communication

This masterclass will help you to energise your employee and management communication skills by integrating theories, research insights as well as current issues and cases into a comprehensive guide for best practices in employee communications.

It will equip professionals in corporate communication, strategic communication, internal communication and HR with knowledge and a deep toolkit to keep employees informed and engaged.

You'll learn how to align employees with corporate strategies, establish long-lasting networks, and create a healthy, positive, and vibrant workplace culture. With these tools, you can also measure and demonstrate success.

The format and content of the course will include instructor lectures, guest speakers, case studies, discussions, and simulation teamwork.

11-13 December 2023 in-person programme

Purpose, Leadership and Communication

How do you create and define an impactful purpose for your organisation? One that speaks to and adds values for all your organisation's stakeholders. What distinguishes high-performing, purpose-led organisations from those companies whose purpose statements are pure rhetoric?

In this unique three-day masterclass, Professor Joep Cornelissen will present the latest thinking on purpose and strategic communication together with his team of guest speakers.

29-31 January, 5 and 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 programme

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.

2, 3, 8 and 9 April 2024 online

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 programme

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 programme

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 programme

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.

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.