



Part-time
**EXECUTIVE MASTER
OF SCIENCE
IN CORPORATE
COMMUNICATION**

Overview masterclasses 2022

Online programme

Winter Foundation Course in Corporate Communication

24 – 26, 31 January and 1 February 2022

The three-day course on Strategic Communication, with the key focus on how to identify strategic threats and contributions to organisations that can be managed by corporate communications.

Explore how practitioners can position themselves as strategic actors and facilitators within their organisations or

for clients through lectures, workshops and contributions by business practitioners. And how to identify and meet expectations of top management, other departments and business units, with positioning approaches (rating from impression management, relationships, quick win projects etc.), and with appropriate roles models.

Hybrid programme

Leadership and Communication

8 – 10 March 2022

This three-day masterclass will strengthen your strategic and leadership skills, expand your general business knowledge, and enhance your professional competence on three levels of business; personal, organisational and global. You will add to your knowledge of managing corporate communication across functions in a multinational environment. This masterclass will help you

develop valuable general management perspectives for communications.

Learn from high-quality case studies, engage in absorbing and convincing role-play, and find new insights from a world-renowned academic in corporate communication, Professor Paul Argenti.

Hybrid programme

Co-creation and Stakeholder Engagement

21 – 23 March 2022

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

Hybrid programme

Finance for Communication Professionals

20, 21 and 25 April 2022

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.

Hybrid programme

Navigating the New Media Landscape

17 – 19 May 2022

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. And become familiar with the possibilities and limits of current best practices, and 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.

Only on location

Summer Foundation Course in Corporate Communication

20 – 23 June 2022

In this four-day Executive 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.

Hybrid programme

Corporate Responsibility

27 – 29 June 2022

Corporations are increasingly held accountable for their effect on both the environment and society. This course focuses on the corporation's responsibility to its key constituencies such as customers, employees, shareholders, communities, and the environment in all parts of their operations. This concept extends beyond obligations to comply with regulations alone and finds companies taking further steps voluntarily to "do well by doing good".

Through cases focusing on the social, reputational, and environmental consequences of corporate activities, you will learn how to make difficult choices, promote responsible behavior within their organizations, communicate effectively about corporate responsibility, and understand the role personal values play in developing responsible corporate behavior for both the organizations they will work for and themselves.

Hybrid programme

Organisational Change

27 – 29 September 2022

A three-day masterclass about organisational change to examine theories of change and development applied to organisations, groups and individuals, and to explore how theoretical perspectives of change are reflected in the range of approaches applied to the diagnosis and solving of problems in organisations.

We 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.

Accredited by



Corporate Communication Centre

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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.