

Four corporate communication themes
in 4 days!



Winter Course in Corporate Communication

21 - 24 January, 2019

Winter course themes!

- » **Organisational Identity**
- » **Corporate Branding**
- » **Strategic Reputation Management**
- » **Strategic Corporate Communication**

The four-day Winter Course in Corporate Communication is an excellent opportunity to deepen and expand your knowledge of corporate communication.

You will acquire an in-depth view of the latest developments, research insights and tools in the fields of organisational identity, corporate branding, strategic reputation management and strategic corporate communication.

Course objectives

The following objectives are identified for the Winter Course:

- » Explore the theoretical foundations of corporate communication (stakeholder theory, identity and branding)
- » 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 the generic strategies (differentiation, cost leadership and focus) for a new business idea
- » Distinguish the three first mover advantages (technological leadership, preemption of assets, buyer switching costs)

- » Acquire a deep understanding of Porter's five forces analysis
- » Reflect on the six path framework to reconstruct market boundaries and to move into a blue ocean strategy
- » 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.

When you return to work, you will be able to help your organisation optimise its communications based on academic insights and best practices, and drive business value through effective communications strategies.

Workshops and Business Cases from (inter)national business practitioners:

- » Workshop: Analysing Organisational Identity
- » Workshop: Strategic Messaging Strategies
- » Identity Change at a.s.r
- » Brand Revitalisation:
How Employees Can Change a Brand
- » Dasani video case
- » Marks & Spencer video case
- » Reputation Management at Heineken

During this course, you will focus on

Foundations of corporate communication and organisational identity, image and reputation

Symbolic power of corporate brands and brand portfolio management

Strategic reputation management, corporate relations, and strategic analysis

Theoretical foundations of strategic communication and its practical implications

Strategic tools for managing corporate communications and creating value for your organisation

Academic speakers and business practitioners

Prof.dr. Joep Cornelissen

Professor of Corporate Communication and Management & Academic Director of RSM's Executive Master in Corporate Communication

Prof. Stefano Puntoni

Professor of Marketing at Rotterdam School of Management, Erasmus University

Prof.dr. Pursey Heugens

Professor of Organisation Theory, Development and Change at Rotterdam School of Management, Erasmus University

Prof.dr. Ansgar Zerfass

Professor of Strategic Communication at University of Leipzig

Boudewijn van Uden

Director of Corporate Communications at a.s.r.

Louise Wadman

Head of Creative, Group Corporate Affairs, Lloyds Banking Group

Dennis Larsen

Managing Director at ReputationInc

John-Paul Schuirink

Director Global Communications at HEINEKEN

For whom

Corporate Communication specialists and professionals in the wider business community are welcome to apply.

"The Winter 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, Director Corporate Communication and Public Affairs, Labour Market Expert

Faculty

Our faculty are world-class academics who have contributed to the field of corporate communication throughout their careers. They combine impeccable academic credentials with a thorough knowledge of business practice, and they have contributed immensely to scientific research. In addition to the academic faculty, business practitioners from a variety of organisations will share their experience and practical insights.

Prof.dr. Joep Cornelissen



Joep Cornelissen is Academic Director of the Part-time Executive Master in Corporate Communication, and Professor of Corporate Communication & Management at RSM. The main focus of his research involves studies of 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 & Practice', a market-leading textbook which is used by nearly 25,000 students in over 50 countries.

Prof. Stefano Puntoni



Stefano Puntoni is Professor of Marketing at RSM which he joined after completing his PhD at London Business School. His teaching expertise is in the areas of brand management, marketing strategy, and consumer behaviour. His research has appeared in prestigious international journals.

Prof.dr. Pursey Heugens



Pursey Heugens is Professor of Organisation Theory, Development, and Change at RSM, and has won numerous awards for his research and teaching. His research has been published in various leading academic journals, focusing on topics such as business ethics and corporate governance. He obtained his PhD at RSM.

Prof.dr. Ansgar Zerfass



Ansgar Zerfass is Professor and Chair in Strategic Communication at the Universität Leipzig. He has published 33 books and more than 300 journal articles, book chapters, and study reports papers in multiple languages. He is also the lead researcher of the annual European Communication Monitor, the largest transnational study on strategic communication in over 40 countries.

Boudewijn van Uden



Boudewijn van Uden is 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, brand and positioning, public affairs and CSR.

Louise Wadman



Louise Wadman is Head of Communication at Lloyds Banking Group, a major British financial institution. With over twenty years of experience in blue chip companies facing extreme change, she has enabled leaders to retain, engage and motivate their teams. Before joining Lloyds, she worked in various communications roles at Barclays, IBM and ABN Amro.

Dennis Larsen



Dennis Larsen is a Managing Partner at ReputationInc, a reputation management consultancy. His approach to consulting is strongly rooted in science as he helps his clients enhance business performance through powerful diagnostics based on research. He is an expert on corporate reputation, corporate responsibility and financial communications.

John-Paul Schuirink



John-Paul Schuirink is Director Global Communications at Heineken International in Amsterdam, where he leads the global communications team. In this capacity he is responsible for Heineken's internal and external communications worldwide.

Programme outline

Monday, January 21, 2019

Organisational Identity

09:00 - 09:30

Welcome

(coffee & tea outside of the meeting room)

09:30 - 09:45

Official start: Word of welcome

By Marijke Baumann, Executive director of the MSc in Corporate Communication
By Prof.dr. Joep Cornelissen, Academic Director of the MSc in Corporate Communication

09:45 - 12:30

Corporate Identity

- » **Foundations of Corporate Communication: Identity, Image and Reputation**
- » **Organisational Identity: From analysis to specific messaging strategies**

By Prof.dr. Joep Cornelissen

12:30 - 13:30

Lunch

13:30 - 14:30

Workshop: analysing organisational identity

By Prof.dr. Joep Cornelissen

14:30 - 14:45

Break

14:45 - 16:00

Workshop: Strategic messaging strategies

By Prof.dr. Joep Cornelissen

16:00 - 18:30

Free time

18:30 - 20:00

Dinner

20:00 - 22:00

Identity change at a.s.r.

By Boudewijn van Uden, Director of Corporate Communications at a.s.r.

Tuesday, January 22, 2019

Corporate Branding

08:45 - 09:00

Walk-in

(coffee & tea outside of the meeting room)

09:00 - 10:45

Introduction to brands and their symbolic power

By Prof. Stefano Puntoni, Professor of Marketing, Rotterdam School of Management, Erasmus University

10:45 - 11:00

Break

11:00 - 12:30

The Dasani video case

By Prof. Stefano Puntoni, Professor of Marketing, Rotterdam School of Management, Erasmus University

12:30 - 13:30

Lunch

13:30 - 14:15

Brand portfolio management: the product brand vs. the corporate brand

By Prof. Stefano Puntoni

14:15 - 14:30

Break

14:30 - 16:30

The Marks & Spencer video case

By Prof. Stefano Puntoni

16:30 - 18:30

Free time

18:30 - 20:00

Dinner

20:00 - 22:00

Brand revitalisation:

How employees can change a brand

By Louise Wadman, Head of Creative, Group Corporate Affairs, Lloyds Banking Group

Programme outline

Wednesday, January 23, 2019

Strategic Reputation Management

09:15 - 09:30

Walk-in

(coffee & tea outside of the meeting room)

09:30 - 13:00

- **A systems approach to reputation (risk) management**
- **Future trends: the evolving role of corporate relations in stewarding corporate reputations**

By Dennis Larsen,
Corporate Communication and Reputation Specialist /
Managing Director Reputation Inc.

13:00 - 14:00

Lunch

14:00 - 15:30

Strategic analysis: From Process to Positioning: Part I

By Prof.dr. Pursey Heugens,
Rotterdam School of Management, Erasmus University

15:30 - 15:45

Break

15:45 - 17:00

Strategic analysis: From Process to Positioning: Part II

By Prof.dr. Pursey Heugens, Rotterdam School
of Management, Erasmus University

17:00 - 18:30

Free time

18:30 - 20:00

Dinner

20:00 - 22:00

Reputation Management at HEINEKEN

By John-Paul Schuirink, Director Global Communications
at HEINEKEN

Thursday, January 24, 2019

Strategic Corporate Communication

08:00 - 08:45

Check-out before 09.00

08:45 - 09:00

Walk-in

(coffee & tea outside of the meeting room)

09:00 - 10:00

Strategic communication: How to play the game and create value for your organisation

By Prof.dr. Ansgar Zerfass, University of Leipzig

10:00 - 10:15

Break

10:15 - 11:00

Interactive session:

How do you contribute to corporate success

By Prof.dr. Ansgar Zerfass, University of Leipzig

11:00 - 12:30

Management tools to define your role and set communication goals

By Prof.dr. Ansgar Zerfass, University of Leipzig

12:30 - 13:30

Lunch

13:30 - 15:15

Corporate communication in agile organisations: Enhancing flexibility and supporting digital transformation

By Prof.dr. Ansgar Zerfass, University of Leipzig

15:30 - 16:00

Wrap-up & explanation of the assignment

By Prof.dr. Joep Cornelissen

16:00

Closing drinks

Practical information

Dates

21-24 January 2019

Length

4 days

Language

English

Certificate

Rotterdam School of Management,
Erasmus University

Location

The Winter Course takes place at four-star hotel & restaurant De Arendshoeve in Bergambacht which is near Rotterdam, the Netherlands. It offers luxurious and relaxing facilities.

Contact information

Tel.: +31 10 408 2851

E-mail: ccc@rsm.nl

 www.rsm.nl/wccc

Application

You can apply with our online application form. We accept applications to a maximum of 35. Course fees should be transferred within 14 days after you receive the invoice.

Your registration is complete as soon as the course fees have been paid.

Apply via our website now! 

Fees

The fee for the Executive Foundation Course is € 4,800 and includes:

- » hotel accommodation: a double room for single use and access to all hotel facilities;
- » all meals, drinks and snacks;
- » all course materials needed for the course;
- » certificate.

Cancellations

RSM's cancellation policy applies as follows:

- » 45 – 30 days prior to the programme:
due 25% of the fee
- » 29 – 8 days prior to the programme:
due 60% of the fee
- » 7 days or less prior to the programme:
due 100% of the fee

To receive a full refund, you must cancel more than 45 days before the programme starts (a charge of 10% administration fee applies). The Corporate Communication Centre retains the right to cancel the Winter Course if there are not enough applications. In that case, the course fees will be fully reimbursed.

“The Winter Course in Corporate Communication could be summarised by the following key words: inspiring, sharing experience, new insights, a long serious deepening in the field of communications, networking, fun, and socialising. RSM organised the week in a fantastic way at a pleasant location, which made it easy to isolate myself from my job and to concentrate.”

Stéphanie Koenders, Communication Manager, B&A Group

Master of Science in Corporate Communication Programme

Corporate Communication Centre

The Winter Course in Corporate Communication can be followed as part of **the part-time Executive Master of Science in Corporate Communication programme**, designed for professionals in corporate communication and related fields. The programme offers a tailor-made curriculum that you can start at any time and follow at your own pace alongside your work. It covers more aspects and skills in corporate communications than any other English-taught programme in the Netherlands. Choose Master Classes (electives) to provide you with a specialised learning programme, tailoring them to your own interests, or to match the skills that your organisation needs. The programme is offered by RSM's Corporate Communication Centre, a joint initiative of RSM and the business community that aims to develop and expand knowledge in the field of corporate communication.

 www.rsm.nl/mcc

Contact details

For more Information and applications, please contact:

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Join us on



Rotterdam School of Management, Erasmus University (RSM)

is one of Europe's top 10 business schools. RSM provides groundbreaking 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/MCC

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