

Global Learning Semesters

Course Syllabus

Course: MBA-714 Communications Management

Department: MBA

Host Institution: University of Nicosia, Nicosia, Cyprus



Course Summary		
Course Code	Course Title	Recommended Credit Hours
MBA-714	Communications Management	3.7
Semester Offered	Contact Hours	Prerequisites
Summer	42	Completion of at least half of the Core Courses
Department	Level of Course	Language of Instruction
MBA	Upper Division	English

Course Description

- To give the student a high calibre folio of techniques and methods in management communication, for application in management situations.
- To hand out a style of management to the student, which s/he can assimilate and integrate in his business knowledge and be able to apply it as comprehensively and productively as possible in real market realities.
- To enable the student to realize the overall context in which a corporation is called to work in - government, political, social and cultural

Instructor

Dr. Nayia Roussou

Course Aims and Objectives

The course deals with both the theoretical background and the practical skills, necessary for the Management of an Organization, to communicate strategically and effectively, in a discursive context, in the contemporary media context, which is part of the corporate world today. It focuses on the tasks and functions of specific communication subjects, like Public Relations, Marketing and Advertising and utilizes practical methods of using these communication skills, in ways which enhance the dynamic function of a corporation in the market, while creating and maintaining a strong image for it, internally and externally

Teaching Methods

The course is delivered through a mixture of lectures, tutorials and practical exercises and assignments.

Course Teaching Hours

42 hours (lectures/presentations). The course is delivered during the summer session (10 days module).

Evaluation and Grading

Mid-Term:	40%
Final Assignment	50%
Participation	10%

Readings and Resources

Required Textbook

Dozier, David M., Larissa A. Grunig, James E. Grunig (1995) "Manager's Guide to Excellence in Public Relations and Communication Management" Mahwah, NJ: Lawrence Erlbaum Associates Publishers, 1995.

Recommended Reading

Olins, Wally (1989) "Corporate Identity: Making Business Strategy Visible Through Design" London: Thames and Hudson, 1989