

- Faculté des sciences économiques
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## Communication : Globalization (5AJ2027)

Filières concernées	Nombre d'heures	Validation	Crédits ECTS
<b>Master en journalisme</b>	<b>Cours: 2 ph</b>	<b>cont. continu</b>	<b>3</b>

ph=période hebdomadaire, pg=période globale, j=jour, dj=demi-jour, h=heure, min=minute

### Période d'enseignement:

- Semestre Automne

### Equipe enseignante:

PD Dr. Markus Will  
(University of St-Gall)  
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### Objectifs:

This course focuses on strategies of global corporations in terms of their internal and external communication requirements.

It analyses, firstly, the global communications arena, including a special view on both the blogosphere and the global village and will deal with global branding and campaigning approaches for crisis (i.e. BP's oil crisis) and normal (i.e. McDonald's green approach) communication situations.

Secondly, the course will provide an analysis of selected global companies in two ways: on the one hand a generic view on requirements for global corporations, on the other hand specific introductions to some selected real global corporations of different industries: i.e. Goldman Sachs, Siemens, Apple, UBS, Toyota, etc.

Thirdly, the course will provide global communication structures including some global topics, selected global target groups as well as in particular a selection of global tools and transmitters such as i.e. the World Economic Forum, the UN Global Compact Report, the Dow Jones Sustainability Index or the Annual Meeting of the World Bank and the IMF.

Fourthly and lastly, the course will also deal with a number of selected global stakeholder groups and their functions in the global communicative environment, including selected NGOs from different backgrounds such as Attac or the WWF as well as global lobbyist groups such as the IIF.

With these four major areas, the course will teach an in-depth view on the global communication network, relevant companies, stakeholders, as well as platforms and communication instruments.

### Contenu:

The major components of this course are as follows :

- Global Agenda Setting
- Global Communication Arena
- Global Branding
- Global Campaigning
- Global Stakeholder Analysis

### Forme de l'évaluation:

Since the course will be held on block, a very active participation in discussions during the four days of lecturing will be required and evaluated (30 % of the final grade)

Students will be asked to write a group paper of 15 pages (70 % of the final grade), which will have the form of a case study on global communications cases (for example the BP Gulf of Mexico oil disaster crisis or the Goldman Sachs positioning strategy in the aftermaths of the financial crisis). Deadline: to be determined

Rattrapage : oral exam

### Documentation:

- Argenti, P. A. (1998). « Corporate Communication as a discipline. «Communication Management Quarterly » 1: 73-97.
- Argenti, P. A. und Forman, J. (2002). The Power of Corporate Communication & Crafting the Voice and Image of Your Business. New York,

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McGraw-Hill.

- Christensen, L. T. (2002). Corporate communication: the challenge of transparency. *Corporate Communications: An International Journal* 7(3): 162-168.

Eppler, M. und Will, M. (2001). Branding knowledge: Brand building beyond product and service brands. *Brand Management* 8(6): 445-456.

- Fombrun, C. J. und Van Riel, C. (1998). The Reputational Landscape. *Corporate Reputation Review* 1(1&2): 5-13.

- Einwiller, S. und Will, M. (2002). Towards an integrated approach to corporate branding an empirical study. *Corporate Communications: An International Journal* 7(2): 100-109.

Additional readings such as articles, book chapters, and cases are provided at the beginning of the semester for the preparation of the group presentations.