CMC - CORPORATE COMMUNICATION (CMC)

CMC 2303 Corporate Communication I (3-1-3)
Explores the principles and concepts of corporate communication including key definitions, dynamics and the tools of corporate communication. By developing the skills needed to execute and analyse essential strategies or tools, helps students engage with various corporate stakeholders as well as overcome challenges in the contemporary corporate world.

CMC 3003 Digital Marketing (3-1-3)
Introduces students to the concepts of digital marketing enabling them to understand the fast changing world of digital marketing. Offers an overview of the role of digital marketing in the communication industry preparing students to create, communicate and track effectiveness of marketing messages. The course examines a variety of digital marketing channels focusing on current trends and best practices as per industry updates and standards.

CMC 3503 Social Media (3-1-3)
Social Media has played a critical role in changing the landscape of the corporate communication industry in the past few years. This course introduces students to different issues arising in the online communication field focusing on opportunities and challenges available to organizations. The course examines the evolution and practice of social media and how it is changing human interaction, brand positioning, and reputation management. Students use a variety of social media networks including Facebook, Twitter, LinkedIn, YouTube, Instagram, Pinterest, and Google+.
Prerequisites: CMC 3003

CMC 4003 New Trends in Corporate Communication (3-1-3)
Introduces new trends and disruptive technologies shaping corporate communications. Applies processes and techniques to evaluate emerging developments and adapt to industry changes. Students analyze case studies based on current trends to acquire relevant knowledge and skills.
Prerequisites: CMC 2303

CMC 4013 Effective Corporate Communications in a Globalised Workplace (3-1-3)
Introduces strategies for building strong relationships with colleagues and stakeholders in diverse cultural settings. Emphasizes the role of cultural values in workplace communication. Applies effective verbal and nonverbal communication skills to foster collaboration. Students develop intrapersonal and interpersonal strategies to present information and build a professional profile in a globalized workplace.

CMC 4023 Media Relations (3-1-3)
Introduces media writing and relations management strategies in a corporate environment. Applies techniques for crafting and distributing messages across multiple media channels and platforms. Students analyze current media practices and evaluate strategies for successful event and PR campaign management.
Prerequisites: CMC 2303

CMC 4033 Corporate Communication II (3-1-3)
Examines a variety of corporate communication functions such as crisis communication, investor relations, issues management and public affairs, media relations, internal communication and corporate social responsibility. Explores a variety of local, regional, and international case studies, discussing the complexities of the world of corporate communications. Develops skills to help write case studies on relevant corporate communication issues.
Prerequisites: CMC 2303

CMC 4623 Communication Theory & Research Methods (3-1-3)
Introduces theories and research methods in communication and media studies, emphasizing their relationship to society and professional practice. Examines key concepts, meanings, and impacts of communication research across various sub-disciplines. Students explore research processes in corporate communication, media production, and scholarship, with a focus on theory application and media content analysis.
Prerequisites: COM 1153

CMC 4733 Strategic Communication (3-1-3)
Introduces strategic communication and planning. This course teaches students to apply theory and research in the analysis, action planning, performance, and evaluation phases of communication processes. The course introduces concepts in communication theory focusing on data analytics for optimization processes in organizational settings. The course also examines a variety of strategic communication sub-fields of research and practice such as crisis communication, issues management, corporate social responsibility, and marketing and brand communication.
Prerequisites: CMC 2303

CMC 4803 Internal Communication Management (3-1-3)
Introduces the fundamentals of internal communication within organizations and its impact on reputation management. Emphasizes the role of internal communication in fostering employee engagement, the tools and channels used to deliver messages, and strategies for message design. Applies practical techniques for conducting internal communication audits, research, and strategic planning.
Prerequisites: CMC 2303

CMC 4806 Final Project - Corporate and Media Communication (8-1-6)
Integrates all the skills, competencies and knowledge students have learned in Corporate and Media Communications to accomplish a project of industry standard. Brings together professional, creative and critical approaches to conceptualise, research, plan, develop, execute and evaluate an original and independent project, which will be subjected to peer and industry review.
Prerequisites: COM 2313

CMC 4913 Capstone Communications Project I (1-4-3)
Students will explore innovative ideas by conducting research to define a project. They will utilize their knowledge of research methods, ethics, and best practices, and will integrate the skills, competencies, and knowledge they have acquired throughout the programme. Working in teams, students will apply their campaign and project management knowledge to propose an innovative solution to an organizational need, planning a project of industry standard. Students will complete project milestones, discuss their work with peers and collaborate with industry professionals.

CMC 4923 Capstone Communications Project II (1-4-3)
After Capstone I, students begin the production phase of their project, developing and implementing their proposed plan. Students will apply their campaign and project management skills to a real-world project in response to an organizational need. Through project milestones, students will demonstrate their knowledge of entrepreneurship, marketing, communication, self-management, and collaboration. They will develop, execute, and evaluate their project, which will also be reviewed by peers and industry professionals. Students create a portfolio showcasing their communications abilities.