

# Programme studies 2018-2020

Code: BIZ23

Credits: 84 ECTS cr

Programme director: Assistant Professor Kirsi Eräranta

## Learning outcomes

A student graduating from the Corporate Communication Programme will have a thorough understanding of the strategic role of corporate communication for business operations;

- the specialist areas of corporate communication, e.g. intercultural communication and corporate responsibility communication;
- the theoretical foundations of communication and media research; and
- communication as social interaction.

A student graduating from the Corporate Communication Programme will have the abilities to

- manage the stakeholder relations involved in the various specialist areas of corporate communication;
- analyse, plan and conduct corporate strategy work from the perspective of communication;
- apply appropriate theory and methods to produce new knowledge related to communication and media; and
- argue convincingly and demonstrate excellent communication skills.

### Programme committee:

External members:

Erna Bodström, Doctoral Candidate, Communication, University of Helsinki  
Jouni Heinonen, CEO, Pohjoisranta Burson-Marsteller Oy  
Laura Kaustinen, Director, Communications & Training, ProCom ry / Oy  
Auli Packalen, Marketing Director, Communicea Oy  
Atte Palomäki, Executive Vice President, Communications & Branding, Wärtsilä Corporation

AaltoBIZ internal members:

Rita Järventie-Thesleff, Professor-of-practice  
Anne Kankaanranta, Senior University Lecturer  
Marja-Liisa Kuronen, Senior University Lecturer  
Johanna Moisander, Professor, Vice Program Director  
Pekka Pälli, Senior University Lecturer  
Berit Söderholm, Study Coordinator  
1-2 student members from student association KY-Comms  
Chair: Assistant Professor Kirsi Eräranta

**Additional information:** Department of Management Studies / Organizational communication

[http://management.aalto.fi/en/disciplines/organizational\\_communication/studies/msc\\_program\\_in\\_corporate\\_communication/](http://management.aalto.fi/en/disciplines/organizational_communication/studies/msc_program_in_corporate_communication/)

## Degree requirements 120 cr

### 1. Programme studies 84 cr

#### Mandatory studies 60 cr

	Teaching period(s) / Recommended year of studies
75E00100 <a href="#">Managing Corporate Communication</a> <sup>1)</sup>	6 cr *)
77E27000 <a href="#">Change Management and Communication</a> <sup>1)</sup>	6 cr II / 1 <sup>st</sup> year studies
75E11000 <a href="#">Corporate Communication Research</a> <sup>2)</sup>	6 cr *)
21E00011 <a href="#">Doing Qualitative Research</a> <sup>2)</sup>	6 cr II; IV / 1 <sup>st</sup> year studies or 2 <sup>nd</sup> year autumn studies
77E28000 <a href="#">Corporate Responsibility Communication</a>	6 cr III / 1st year of studies
75E12000 <a href="#">Corporate Communication Practices</a> <sup>3)</sup>	3 cr *)

<b>75E22000</b>	<b>Organizational Communication (book exam)</b> <sup>3)</sup>	<b>3 cr</b>	<b>*)</b>
<b>20E99904</b>	<b>Capstone: Business Development Project</b>	<b>6 cr</b>	<b>I-II; IV-V / 2nd year studies</b>
<b>77E99910</b>	<b>Master's Thesis</b>	<b>30 cr</b>	<b>I-V / 2nd year studies</b>
	77E99907 1/3 Research plan (10 cr)		See Master's Thesis Seminar
	77E99908 2/3 Findings (10 cr)		
	77E99909 3/3 Submitted thesis (10 cr)		
<b>77E99905</b>	<b>Master's Thesis Seminar</b>	<b>6 cr</b>	<b>I; III / 1 st year spring or 2nd year studies</b>
<b>77E99903</b>	<b>Proficiency Test</b>	<b>0 cr</b>	

1) The course on Managing Corporate Communication (75E00100) is not available anymore. Instead students take the course on Change Management and Communication (77E27000).

2) Students will take the course on Doing Qualitative Research (21E00011) instead of Corporate Communication Research (75E11000), which is not available anymore.

3) Courses on Organizational Communication, book exam (75E22000) and Corporate Communication Practices (75E12000) are not available anymore; if a student has only completed Organizational Communication, book exam (75E22000) she/he can substitute the course on Corporate Communication Practices by taking Business Presentations (75E24000) or Business Negotiations (75E25000); if a student has only completed Corporate Communication Practices (75E12000) she/he has to take the course on Corporate Responsibility Communication (77E28000) (6 cr). In case a student has not completed either of the courses she/he has to complete 77E28000 Corporate Responsibility Communication.

\*) The course is not available anymore.

## Elective studies 24 cr

Choose at least 2 courses (12 cr) from the following:

<b>71E00200</b>	<b>Communication in Strategy Work</b> <sup>4)</sup>	<b>6 cr</b>	<b>*)</b>
<b>77E00200</b>	<b>Strategy Communication</b> <sup>4)</sup>	<b>6 cr</b>	<b>II</b>
<b>75E21000</b>	<b>Corporate Communication in Global Contexts</b> <sup>5)</sup>	<b>6 cr</b>	<b>*)</b>
<b>77E21000</b>	<b>Intercultural Communication</b> <sup>5)</sup>	<b>6 cr</b>	<b>IV</b>
<b>75E15000</b>	<b>Investor Relations</b> <sup>6)</sup>	<b>6 cr</b>	<b>I</b>
<b>75E16000</b>	<b>Issues Management</b>	<b>6 cr</b>	<b>*)</b>
<b>75E17000</b>	<b>Media Management</b>	<b>6 cr</b>	<b>*)</b>
<b>75E18000</b>	<b>Organizational Communication and Leadership</b> <sup>7)</sup>	<b>6 cr</b>	<b>*)</b>
<b>77E18000</b>	<b>Organizational Communication</b> <sup>7)</sup>	<b>6 cr</b>	<b>I</b>
<b>77E24000</b>	<b>Business Presentations</b>	<b>3 cr</b>	<b>III; IV</b>
<b>77E25000</b>	<b>Business Negotiations</b>	<b>3 cr</b>	<b>IV; V</b>
<b>77E00800</b>	<b>Special Topics in Organizational Communication</b> <sup>8)</sup>	<b>3-6 cr</b>	
<b>77E00902</b>	<b>Project Work</b> <sup>**)</sup>	<b>6 cr</b>	

4) Communication in Strategy Work is not available anymore; the replacing course is Strategy Communication (77E00200).

5) Corporate Communication in Global Contexts is not available anymore; the replacing course is Intercultural Communication (77E21000).

6) Available only in academic year 2018-19.

7) Organizational Communication and Leadership (75E18000) is not available anymore; the replacing course is Organizational Communication (77E18000).

8) The course is usually taught by a visiting lecturer. The topic can vary year by year. The course is not necessarily provided every year.

\*) The course is not available anymore.

\*\*\*) Must be approved in advance by the Programme Director.

**Students can also include two courses – maximum – in their programme electives from the course offerings of the Department of Management Studies.**

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Other Course substitutions must be approved in advance, contact your Planning Officer.