



Corporate Communication



Introduction (Programme)

Communication has an important role to play in the corporate world. With the increase in the complexities of activities in modern business, its importance is growing day-by-day. To achieve the objectives of the organization, co-ordination among the people and departments within the organization and the establishment of connecting links with the outside world are very much necessary. Communication is necessary in imparting training to the managers, supervisors, executives, and general employees to upgrade their knowledge and skill of performance to meet the needs of the changing corporate world. Corporate Communications is a technique that involves all communication activities generated by a company to achieve the planned objective. Corporate Communications is an important activity because it creates strong and appealing ideas, views, and positions on which a company can rely. The primary objective of corporate communication is to establish a perception in the eyes of all its stakeholders.

The program will provide inputs on corporate communications with an emphasis on managerial communication and marketing communication. The participants will be able to develop a coherent approach in the development of communication in organizations. Thus, the program will help the participants to create distinctive and appealing images with its stakeholder groups, build a strong corporate brand, and develop reputation capital.

This program will cover the following topics:

- Communicating brands through social media
- Corporate and social identity: creating a vision & mission statement.
- Crisis Communication
- Managing corporate reputation
- Employee communication in the workplace
- Developing interpersonal skills in the workplace.
- Persuasive communication strategies in the corporate context
- Managing PRs in VUCA world
- Communication strategies and presentations

Objectives

The program objectives are:

- To help managers develop a comprehensive understanding of employee communications.
- To help managers develop a comprehensive understanding of brand identity in a corporate context.
- To provide input to enable managers to develop awareness of the company's views and goal-oriented actions.
- To help managers to explore ways of developing persuasive presentation strategies.
- To help managers understand how the media plays an important role in corporate communication.
- To facilitate managers' action plan preparation for planning crisis communication strategies.

- To help the managers understand how the current business environment shapes consumer and stakeholder perceptions for companies and brands.

For Whom

- The program is designed with a focus on middle and senior level managers who might be heading a group, department, work unit, or organization.

Pedagogy

- The program is designed with a focus on middle and senior level managers who might be heading a group, department, work unit, or organization.

Programme Directors



Dr Archana Parashar

Associate Professor, Humanities & Liberal Arts

Dr. Archana Parashar is working as an Associate Professor at IIM Raipur since 2007. She is a gold medalist in M.A (English Literature), M. Phil topper and completed her Ph. D on American fiction. Prior to this she was associated with SGSITS, Indore. She has 14 yrs. experience of teaching & corporate training. She has been a visiting faculty at IIM Calcutta, IIM Lucknow, IIM Kozhikode, IIM Shillong & IIM Nagpur. Her research areas include Business Communication, Written Analysis & Communication, ELT, Postcolonial writings & Ecocritical narratives.



Dr. Mrunal Chavda

Assistant Professor, Humanities & Liberal Arts

Dr. Mrunal Chavda has been working as an Asst. Professor at IIM Raipur. He holds a Ph.D. in Drama from the University of Exeter. He was a Post-Doctoral Research Fellow at the University of Cape Town (South Africa). He has been teaching English and Business Communication Skills since 2006. Before joining IIM Raipur, his experience included working with the British Council, Planet Education, CVM University, and the Government of Gujarat. He is an Associate Fellow of the Higher Education Academy, London. His doctoral thesis was focused on the live production analysis of British South Asian theatre and Indian theatre in English by employing a method of analysis developed from Bharata's Natyashastra, an Indian treatise on performing arts. His postdoctoral research was centred on the documentation and critical analysis of South African Gujarati Literature. He has presented his research papers at several reputed national and international conferences, including the South Asian Literary Association. His forthcoming edited book and book chapters are to be published by Edinburgh University Press, Palgrave MacMillan (Springer Nature, Singapore), and Vernon Press (USA).