## COURSE SPECIFICATION DOCUMENT

**NOTE:** ANY CHANGES TO A CSD MUST GO THROUGH ALL OF THE RELEVANT APPROVAL PROCESSES, INCLUDING LTPC.

**Academic School/Department:**     Business and Economics

**Programme:**     BA (Hons) Business Administration with Combined Studies

*FHEQ* **Level:**     Level 5

**Course Title:**     Corporate Reputation Management

**Course Code:**     MKT 5415

**Course Leader:**     Bruce Sheppy

**Student Engagement Hours:**     120
Lectures:     35
Seminar / Tutorials:     15
Independent / Guided Learning:     75

**Semester:**     Fall or Spring
**Credits:**     12 UK CATS credits
6 ECTS credits
3 US credits

**Course Description:**

A strong and lasting reputation is an organization's greatest asset. Establishing, defending and enhancing this intangible asset is a complex and difficult process. This course will examine the process of building, enhancing and managing an organization's reputation. It will explore how organizations plan their reputation management efforts, through proactive and reactive programs and creating sustainable stakeholder relationships in the context of a responsible approach to corporate governance.

The course covers the range of disciplines that can be construed as part of reputation management. While there may be some overlap with subject areas covered in other courses, the focus in this course is on how such disciplines as employee communications, media relations and social web strategies are used to enhance and defend reputation.

**Prerequisites:**     MKT 5200

**Aims and Objectives:**

- To introduce key concepts of corporate reputation management
- To examine the basis of corporate reputation and factors that are important in building and maintaining and defending reputation
- To examine how corporate reputation is integral to the management of business strategy.

**Programme Outcomes:**

A1, A2 A3, A4, A5
B1, B2, B3
C1, C2
D1, D2

A detailed list of the programme outcomes are found in the Programme Specification.

This is located at the archive maintained by the Academic Registry and found at: http://www.richmond.ac.uk/content/academic-schools/academic-registry/program-and-course-specifications.aspx

**Learning Outcomes:**

By the end of this course, successful students should be able to:

**Knowledge and Understanding**

1. Explain the key components of corporate reputation
2. Critically evaluate the effectiveness of alternative approaches to promoting and protecting corporate reputation within a corporate governance context
3. Understand how corporate reputation is measured by a variety of stakeholders, both internal and external;
4. Discuss the evolution of corporate reputation in the digital age

**Cognitive Skills**

1. Evaluate statements in terms of evidence,
2. Define terms adequately and to generalise appropriately.
3. Apply ideas and knowledge to a range of business and other situations.

**Performance and Professional Skills**

1. Engage as team members in group work that will require intellectual, reflexive and aesthetic applications within the framework of a case study based portfolio

**Key Skills**

1. Effective oral and written communication skills in a range of traditional and electronic media.

**Indicative Content:**

- Reputation Management
- Governance, Ethics and Communication
- Stakeholder Mapping and Communication
- Media Relations & New Media
- Government Relations
- Community and Investor Relations
- Reputation Management and Strategic Marketing Communications
- The Role of Public Relations
- Issues Management
- Crisis Management and Corporate Responsibility
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**Assessment:**

This course conforms to the Richmond University Assessment Norms approved at Learning and Teaching Policy Committee found at:
http://www.richmond.ac.uk/content/academic-affairs/academic-standing.aspx.

**Teaching Methodology:**

Teaching will be a combination of lectures, seminar discussions and workshops, using case studies and drawing on students' own experiences where appropriate. Lectures will be designed to cover the fundamental issues and build upon the recommended book chapters from the reading list and additional recommended readings. Students will be advised to supplement lecture notes by reading the relevant indicative reading(s). Weekly seminars will support and enhance student learning through the exploration and application of their understanding of marketing in considering marketing scenarios; the gathering of information useful to a marketing led organisation and in presenting information in a coherent and concise manner.

**Bibliography:**

See syllabus for complete reading list

*Indicative Text(s):*

Davies, G., Chun, R., da Silva, R. and Roper, S. (2003) Corporate Reputation and Competitiveness. London, Routledge

Doorley, J. and Garcia, F. (2010) Reputation Management: The Key to Successful Public Relations and Corporate Communication. London, Routledge

**Recommended Reading:**

Cornelissen, J., Haslam, S.A. and Balmer, J.M.T. (2007) Social identity, organisational identity and corporate identity: towards an integrated understanding of processes, patternings and products. British Journal of Management, March, Vol 18 (1), Supplt, pp116.

Davies, G. et al (2003) Corporate reputation and competitiveness. London, Routledge.

Helm, S. (2007) One reputation or many? Comparing stakeholders' perceptions of corporate reputation. Corporate Communications: an international journal, Vol 12 (3), pp238-254.

Gregory, A. (2007) Involving stakeholders in developing corporate brands: the communication dimension. Journal of Marketing Management, February, Vol 23 (1/2), pp59-73.

Van Riel, C.B.M. and Fombrum, C.J. (2007) Essentials of corporate communications. Abingdon, Routledge.

**Journals:**

- Corporate Reputation Review
- Strategic Management Journal
- European Journal of Marketing
- Journal of Direct, Data and Digital Marketing Practice
- International Journal of Electronic Commerce

Please Note: The core and the reference texts will be reviewed at the time of designing the semester syllabus

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Change Log for this CSD:

| Major or Minor Change? | Nature of Change | Date Approved & Approval Body (School or LTPC) | Change Actioned by Academic Registry |
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