

Code: BBN-FLM-292.04,
BBN-KOM-291#1.143,
BBN-ESZ-402.41,
BMA-MEDD-601.116

Course title: **The War For Your Hearts & Minds**
Unfolding corporate communications challenges through analyzing movies & developing in-class projects by a Coca-Cola executive & special guests

Course convenors: Valentin Tóth

Class time and place: MONDAY 17.45 – 19.15 class room: -137 (basement)

Course type: Seminar

Course content: **The seminar aims to unfold the basics of corporate communications for career starters or future professionals, and share practical case studies.**

How do stories get hacked into the evening news?

What do lobbyists talk about during lunch?

Can community managers sleep well with a 4%+ engagement rate?

So, from a sustainability point of view CSR is better than CRM, right?

Crisis communications is when a spokesperson goes mute?

In this interactive class we will answer all these, and discover today's corporate communications techniques by watching and discussing movies, or by unfolding the latest news and state affairs on our social media feeds.

Basically, we will touch everything you wanted to know about strange words like media spin, crisis management, corporate responsibility, share of voice on social media, ... or public affairs, which is really just 'lobbying' nicely put.

During the course we will launch an exciting pilot project to practice the key learnings.

Requirements: Attendance, class activity (40%)
Test – about the movies (30%)
Project work (30%)

Learning outcomes: Understanding of basics of corporate communications, practical skills

Indicative Reading: Selected movies, related articles, media issues
