

Part-time

Executive Master of Science in Corporate Communication

Overview masterclasses 2025-2026

22 – 24 September 2025 | [online](#)

■ Crisis Communication

This masterclass will cover all aspects of crisis communication for managers. You will learn specific tools to apply before, during, and after a crisis hits. And you will explore general frameworks that will help you conquer a crisis, and ideally, prevent crises from happening in the first place. Another topic is how to properly consider various constituencies to determine appropriate communication channel choices when sending a message to employees, consumers and the media during high-pressure crisis times.

You will learn through a combination of interactive lectures, real-life case discussions, video clips and interactive exercises.

29 – 30 September, 1 October 2025 | [in-person](#)

■ Strategic Communication

The three-day course on Strategic Communication focuses on how to identify strategic threats and contributions to organisations that can be managed by corporate communications.

Explore how practitioners can position themselves as strategic actors and facilitators within their organisations or for clients through lectures, workshops and contributions by business practitioners. And how to identify and meet expectations of top management, other departments and business units, with positioning approaches (rating from impression management, relationships, quick win projects etc.), and with appropriate roles models.

3 – 5 November 2025 | [in-person](#)

■ Corporate Branding

In this masterclass, you will learn how to tackle the challenges corporate brands face, such as disruptive technologies, social media, market globalisation, and increasing demands from customers and stakeholders for ethical behaviour.

In this interconnected, increasingly transparent, and dynamic context, companies require senior managers to understand how to build internally driven, authentic, and ethical corporate brands. These brands must also embrace stakeholder influence and co-creation. You will learn how to lead the process of building a strong and enduring corporate brand that focuses the entire organisation and aligns its diverse stakeholders towards sustained value creation.

18 – 20 November 2025 | [in-person](#)

■ Digital Communication

In this three-day course you will explore how digital transformation reshapes corporate communication and learn to leverage advanced tools such as generative AI, big data, and digital storytelling.

Through a mix of lectures and hands-on workshops, the course provides practical frameworks for managing stakeholder expectations and embedding new technologies into communication strategies. Ideal for those looking to future-proof their expertise, this course empowers participants to effectively align communication tactics with business goals in an evolving digital landscape.

8 – 10 December 2025 | [in-person](#)

■ Purpose, Leadership and Communication

What does it take to turn a company's purpose into real impact—both socially and financially? How can purpose become more than a statement and instead guide leadership, culture, and communication across the organisation?

In this dynamic three-day masterclass, Professor Joep Cornelissen and his guest speakers explore how organisations can define, activate, and align their corporate purpose in a way that resonates with stakeholders and drives performance.

You'll gain hands-on experience through case studies, peer discussions, and interactive exercises—culminating in a practical purpose plan tailored to your own organisation.

29 – 30 January, 2 – 4 February 2026 | [online](#)

■ Winter Foundation Course in Corporate Communication

The five-day Winter Foundation Course in Corporate Communication provides an in-depth exploration of the latest academic insights, strategic frameworks, and proven methodologies in corporate communication and reputation management. Renowned academics will cover the key themes of corporate communication, complemented by business practitioners who share real-world perspectives on addressing communication challenges.

Delivered entirely online, this course offers exceptional accessibility and flexibility, enabling participants from around the globe to join and learn from the comfort and convenience of their own location.

23 – 25 March 2026 | [in-person](#)

■ Navigating the Stakeholder Media Landscape

The power of new media is unprecedented. Investigative journalism and mainstream media are growing more aggressive. Firms have a multitude of channels to communicate directly with stakeholders. So how can you deal with these new vectors of influence, analyse their roots and effects with the help of investigative tools, and refine appropriate strategies?

Learn to identify strategies appropriate to mainstream media, stakeholder-driven media, social media and fake news in this three-day masterclass. Become familiar with the possibilities and limits of current best practices, explore tools and principles to guide engagement per media type. During the course you start to design your own strategic media proposals with guidance and coaching.

20 – 22 April 2026 | [in-person](#)

■ Co-creation and Stakeholder Engagement

Corporate communications have traditionally been associated with conveying the organisation's messages to its diverse stakeholders. However, in such a hyper-connected environment - in which

customers and many stakeholders are gaining increasing power – firms need to be able to find new ways to listen to all stakeholders, and to involve them in the strategic decision-making processes.

In this three-day masterclass, you will learn how organisations can use co-creation to strengthen relationships with stakeholder groups. You will get new insights for using co-creation in innovation, then you and your fellow participants will discuss how co-creation strategies can also be applied to corporate communications.

18 – 20 May 2026 | [in-person](#)

■ Reputation Management

Organisations with a strong reputation are better able to attract the best and most appropriate stakeholders such as customers, investors and employees. So it makes sense that organisations attach great importance to building, maintaining and protecting their corporate reputation.

This three-day masterclass provides a comprehensive overview of the latest academic knowledge and best practices for managing reputations. You will also learn how to apply this in practice so you have the ability and confidence to influence decisions at board level, and keep reputation at the top of the executive agenda.

15 – 18 June 2026 | [in-person](#)

■ Summer Foundation Course in Corporate Communication

In this four-day Summer Foundation Course in Corporate Communication, you will focus on the latest academic developments, strategic frameworks and proven methodologies for corporate communication and reputation management.

The key themes of corporate communication will be discussed by well-known academia and experienced business practitioners. International leaders will complement the lectures with valuable real-world perspectives about how to manage corporate communication issues. Learn how to increase your impact and move your organisation's mission forward and expand your corporate communication network.

Accredited by



Executive Education

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Rotterdam School of Management Erasmus University (RSM)

is one of Europe's top-ranked business schools. RSM provides ground-breaking research and education furthering excellence in all aspects of management and is based in the international port city of Rotterdam – a vital nexus of business, logistics and trade. RSM's primary focus is on developing business leaders with international careers who can become a force for positive change by carrying their innovative mindset into a sustainable future. Our first-class range of bachelor, master, MBA, PhD and executive programmes encourage them to become critical, creative, caring and collaborative thinkers and doers.