

Part-time
Executive Master of Science
in Corporate Communication
Overview masterclasses 2024-2025

30 September, 1 – 2 October 2024 | 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.

10 – 11, 14 – 15 October 2024 | online

■ 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.

11 – 13 November 2024 | in-person

■ Organisational Change

Corporations are increasingly held accountable for their effect on both the environment and society. This course focuses on the corporation's responsibility to its key constituencies such as customers, employees, shareholders, communities, and the environment in all parts of their operations. This concept extends beyond obligations to comply with regulations alone and finds companies taking further steps voluntarily to "do well by doing good".

Through cases focusing on the social, reputational, and environmental consequences of corporate activities, you will learn how to make difficult choices, promote responsible behavior within their organizations, communicate effectively about corporate responsibility, and understand the role personal values play in developing responsible corporate behavior for both the organizations they will work for and themselves.

9 – 11 December 2024 | in-person

■ Digital Communication

The digital revolution has changed how we interact, entertain, work, advertise, collect data, do business, and much more. This has resulted in a new set of opportunities and challenges in corporate communications, but still, many businesses have experienced very little valuable payoff for their digital efforts.

This three-day course focuses on the transformation that technology has brought to the field of corporate communication, and how you can make effective use of it. You will develop valuable knowledge for optimising your organisation's digital corporate communications.

27 – 29 January, 3 – 4 February 2025 | online

■ Winter Foundation Course in Corporate Communication

In this five-day Executive Winter 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 academics 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.

10 – 12 March 2025 | New

■ Conscientious organisations: Beyond Corporate Social Responsibility

More information is coming soon.

7 – 9 April 2025 | online

■ Issues Management & Public Affairs

A three-day masterclass for developing your insights into the importance of corporate issues management and public affairs. These two functions are the windows through which society looks in, observes and frames the corporation. They are also a window onto the outside world for the corporation to look out onto, and understand, society. You will develop a working knowledge of best practices in issues management, and public affairs management. This will help you to secure the corporation's 'societal license to operate' and to integrate its market and nonmarket strategies.

You will explore high-profile business case studies, start to benchmark internal routines for global practices, and to enrich your toolkit and vocabulary with concepts and practical insights from leading companies.

14 – 16 May 2025 | in-person

■ Employee Communication

This masterclass will help you to energise your employee and management communication skills by integrating theories, research insights as well as current issues and cases into a comprehensive guide for best practices in employee communications.

It will equip professionals in corporate communication, strategic communication, internal communication and HR with knowledge and a deep toolkit to keep employees informed and engaged. You'll learn how to align employees with corporate strategies, establish long-lasting networks, and create a healthy, positive, and vibrant workplace culture. With these tools, you can also measure and demonstrate success.

The format and content of the course will include instructor lectures, guest speakers, case studies, discussions, and simulation team work.

3 – 5 June 2025 | in-person

■ Leadership and Communication

This three-day masterclass will strengthen your strategic and leadership skills, expand your general business knowledge, and enhance your professional competence on three levels of business: personal, organisational and global. You will add to your knowledge of managing corporate communication across functions in a multinational environment. This masterclass will help you develop valuable general management perspectives for communications.

Learn from high-quality case studies, engage in absorbing and convincing role-play, and find new insights from a world-renowned academic in corporate communication, Professor Paul Argenti.

16 – 19 June 2025 | 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



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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.



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