

Rotterdam School of Management
Erasmus University

SUMMER FOUNDATION COURSE

IN CORPORATE COMMUNICATION



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The Summer Foundation Course

Are you working in corporate communication or a related professional field? Our four-day Summer Foundation Course offers an excellent chance to delve into and broaden your understanding of corporate communication. This programme integrates contemporary perspectives and advancements from both academic and practical realms. It encompasses four key themes in corporate communication, each expertly taught by distinguished professors highly knowledgeable in their respective topics. The course blends a comprehensive theoretical base with numerous practical principles and insights that are applicable in your daily tasks, as well as in making strategic and tactical communication decisions.

During the course, you will:

- Gain an in-depth perspective on the latest developments, tools, and practical and academic insights into the fundamental key aspects of corporate communication, including *strategic communication*, *organisational identity*, *corporate branding*, and *strategic reputation management*.
- Explore the formulation of corporate communication strategies and the execution of communication programmes and campaigns.
- Apply what you have learned in practice, assisting your organisation in optimizing its communications based on academic insights and best practices.
- Contribute to increasing business value through effective communication strategies.

Furthermore, this course is conducted at an external location, carefully selected for its natural beauty, rich culture, and charming villages. Away from the hustle and bustle of city life, the serene surroundings provide an ideal setting for you to focus on self-improvement, learning, and personal growth. Beyond the course, immerse yourself in the picturesque atmosphere. Connect with fellow participants for leisurely walks and bike rides, or simply relish cosy drinks and dinners together. This is the perfect opportunity to learn, unwind, and network!



For whom

This course is designed for the following individuals:

Communication Professionals: This course is explicitly beneficial for communication professionals who are looking to deepen their knowledge of corporate communication. It offers a valuable opportunity for them to expand their skills and understanding in the field.

General Managers and Executives: General managers and executives will find this course advantageous as well. It equips them with insights into corporate communication that can be vital for making strategic decisions and optimizing communication within their organizations.

Consultants: If you work as a consultant in the field of communication, this course is a valuable resource. It will help you enhance your expertise, stay updated on the latest developments, and provide more informed and effective advice to your clients.

In summary, the course caters to a broad audience of communication professionals, managers, executives, and consultants, and it encourages a collaborative learning environment by bringing together a diverse group of professionals from various sectors, including the public and private sectors, NGOs, and consultancies. This diversity ensures a rich learning experience, allowing participants to benefit from the insights and experiences of peers in different fields.

Participants for this course are advised to hold at least a Bachelor degree and at least three years of work experience.

Learning objectives

In this course, you will:



explore the **theoretical foundations of corporate communication**, such as identity, branding, reputation management and strategic communication



acquire a **deep understanding of the power of brands** for customers and organisations



learn how a firm's **brand portfolio** (including both product and corporate brands) can be leveraged for growth



reflect on how **internal and external processes** affect corporate reputation and brand equity in the long-term



apply tools to systematise, reflect upon and describe **communication objectives** aligned to corporate goals



understand the **concept of agility**, its drivers, and its relevance for corporate communication



reflect on the **challenges and opportunities of agility** for communication professionals.



examine, use and reflect on a **toolkit of techniques** for the trusted adviser



develop a trusted advisory **relationship** with senior leaders

Learning experience

The course creates an environment based on **experiential learning**, which will help you integrate the learning objectives. The course combines the following learning tools:

- **lectures** that provide the basic theoretical frameworks to approach every topic, and additional readings to further develop each course topic
- **case studies** to help students discuss each topic in depth and better understand how to practice the theoretical concepts
- **guest speakers** who transfer part of their knowledge through their personal experiences
- **in-class discussions** which encourage active engagement and sharing of experiences.

You will receive a reader consisting of various articles and cases, which you can use as input for the final assignment, and as a reference after the course.

Certification and ECTS

As a conclusion to this Summer Foundation Course, participants have the option to engage in completing a take-home assignment. This is an individual assignment. While it is not mandatory,

the purpose of this assignment is to assess your proficiency and skills in the field of Corporate Communication and your capability to implement them within your organization. The outcome of this assignment typically provides an overview of the current situation, fostering a better understanding of your company and serving as a reference point for communication plans.

To complete the assignment, you should use the literature in the reader, the book '*Corporate Communication: A Guide to Theory & Practice*', and the provided insights during the lectures. Further details will be discussed during the final session of the course.

This course is worth 8 ECTS, if you take this as part of the complete Master of Science in Corporate Communication programme.



Programme overview

The four-day programme is specifically designed to enable full-time working professionals to get the most out of this foundation course. It combines lectures, case studies, in-class discussions and presentations from guest speakers.

Day 1

REPUTATION MANAGEMENT

- Key Theories and Frameworks in reputation management
- Workshop 1:
 - Measuring and Managing Reputation
- Workshop 2:
 - Stakeholder Relationship Analysis
- Case Study: Reputation Management in Action

Day 2

CORPORATE BRANDING

- The Power of Brands
- Brand portfolio management: Product vs Corporate brands
- Two case studies
- Corporate Branding from a co-creative perspective
- Corporate Branding from an experiential perspective

Day 3

STRATEGIC COMMUNICATION

- Strategic communication; how to play the game and create value for your organisation?
- Interactive session: how do you contribute to corporate success?
- Management tools to define your role and set communication goals
- Corporate communication in agile organisations: enhancing flexibility and supporting digital transformation
- Guest lecture

Day 4

THE TRUSTED ADVISER ROLE

- Understanding the concept of the Trusted Adviser
- Key mindsets and competencies for Trusted Advisers
- Essential knowledge and skills for effective advising
- Strategies for building personal trust and credibility



Course experts

This course brings together leading experts in corporate communication who combine impeccable academic credentials with deep business expertise and contributions to scientific research. Additionally, business practitioners from various organisations will share their experience and practical insights.

ACADEMIC FACULTY

Prof. Anne Gregory

Anne Gregory is Professor Emeritus of Corporate Communication at the University of Huddersfield and a leading expert in strategic communication, AI, and evaluation.

A former BBC journalist and senior practitioner, she has advised governments, NGOs, and businesses. She is a past President of the UK Chartered Institute of Public Relations and former Chair of the Global Alliance, leading the Global Capability Framework project. In 2024, she received the EUPRERA Distinguished Scholar Award and AMEC's Don Bartholomew Award for her contributions to the field.

Prof. Carola Hillenbrand

Carola Hillenbrand is a Professor of Organisational Psychology at Henley Business School and Co-Director of the John Madejski Centre for Reputation in the UK and Africa. Her research focuses on stakeholder relationships, sustainability, wellbeing, and reputation, with publications in top academic journals. She has led major research projects, including studies on research culture and impact initiatives with the UK Government Communication Service and organisations in Southern Africa. Carola has also successfully led four REF impact case studies and co-investigated major research grants.

Prof. Oriol Iglesias

Professor Oriol Iglesias is a Full Professor and Board Member at ESADE Business School's Marketing Department. He has led the department, chaired the Research Group in Brand Management, and directed the ESADE Brand Institute. An expert in brand strategy, he has advised global brands like Volkswagen, Nestlé, and PwC. Previously, he was CEO at Wakaa Networks and El Terrat Online. His research on brand management and co-creation is published in top journals, and his latest book is *In Good Conscience* (2022).

Prof. Ansgar Zerfass

Ansgar Zerfass is professor and chair of strategic communication at the Institute of Communication and Media Studies at the University of Leipzig, Germany. He has published 35 books and more than 330 journal articles, book chapters, and study reports in several languages so far. He runs a large number of empirical projects, for example as initiator and lead researcher for the Global Communication Monitor study series, the world's largest research project on strategic communication covering more than 80 countries.

BUSINESS PRACTITIONERS

Nicolas Ind

Nicholas Ind, a Professor at Kristiania University College, is an author with thirteen books dedicated to the subject of branding. As a writer and partner in Equilibrium Consulting, he draws from diverse professional experiences, including running his own branding consultancy in the UK, serving as a Director of a design group, and holding the position of Account Director in an advertising agency. Ind's expertise is sought after by major organisations such as adidas, Telia, Unilever, and The Economist Group, reflecting his significant impact on brand management and design strategy.

Peter Molyneux

Peter is the England Liaison for the Global Leadership Exchange in Mental Health and an experienced chair and non-executive director. He has chaired Sussex Partnership

NHS Foundation Trust, the North London Mental Health Partnership, and other key organisations. As the founding chair of the Health and Care LGBTQ+ Leaders' Network, he champions inclusive leadership. A Visiting Fellow at Henley Business School, he advises boards on governance, reputation, and cross-sector collaboration.

Annette Siragusano

Annette Siragusano is a corporate communication expert specialising in storytelling, emerging technologies, and Agile Working. Since 2022, she has led Corporate Communication at the Otto Group. Previously, she held senior roles at Engel & Völkers and comdirect bank AG. A strong advocate for digital transformation, she co-authored Erfolgsfaktor CommTech and contributes to the CommTech initiative and Modern Leaders Initiative. She also serves on the juries for the PR Report and INKOMETA Awards.

Experiences from participants

"I really enjoyed the Executive Summer Course in Corporate Communication thanks to the highly qualified professors and spokespersons of international organisations which operate in complex environments. It was also very inspiring to meet and collaborate with other communication professionals. The programme was intense but we were facilitated in the best possible way. Looking back, I would really recommend the course to those who desire to have a comprehensive overview of academic and practical thinking in corporate communications."

– **Laurens Ohlenroth** – Communication Manager, NN Group

"The Summer Foundation Course in Corporate Communication was an exceptionally high-level training. We were handed the building blocks we need to organise professional corporate communications. The academic guest lecturers and business practitioners were inspiring. The intensive programme made me aware of the importance of the communications profession. I can apply the knowledge I gained in my daily work."

– **Jan Denys**, Randstad Group

"As a communications professional, one never stops learning. Our field is in a constant state of flux. In the foundation course, you not only revisit the fundamentals of corporate communication but also delve into the latest developments in our field. Theory and practice are closely intertwined in this course. It was very valuable for me to connect with other professionals and learn from one another."

– **Karin Ooms**, KLM



Practical information

Dates

The English-taught summer course takes place in the third week of June every year.

Location

The Summer Course takes place at four-star hotel and restaurant:
Kasteel Oud Poelgeest
Poelgeesterweg 1
2341 NM Oegstgeest
The Netherlands

Fee

The course fee is €5,550.-. This includes:

- 3 nights hotel accommodation: a double room for single use and access to all hotel facilities;
- all meals, drinks and snacks;
- all course materials needed for the course;
- certificate.

Interested?

We are always happy to talk to you, and to answer any questions you might still have. Contact us via ccc@rsm.nl or call +31 10 408 2851.

Ready to apply?

Secure your spot by filling out our [our online application form](#).

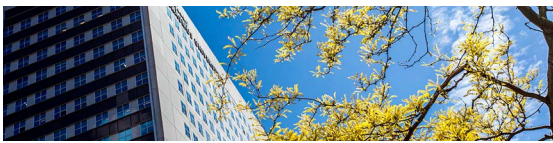
About our Part-time Executive Master in Corporate Communication programme

This course can be followed on its own, or as a part of our **Part-time Executive MSc in Corporate Communication**.

We have offered this master programme since 1998, to communication professionals who wish to further enhance their careers. The aim is to provide strategic, leadership and management skills, as well as in-depth knowledge of corporate communication, reputation management and related disciplines. Participants who complete the whole programme are rewarded with a master degree from Erasmus University Rotterdam.

Our accredited programme is designed to be flexible, and can be combined with a full-time career. You can therefore start at any time, with any of our four modules:

Part I
Foundation of corporate communication
Foundation course (in January or June)



Part II Six advanced elective courses
Six advanced elective courses. You can choose six courses from the 15 that are offered, depending on your personal or professional interest and availability



Part III
Study trip
International study trip



Part IV
Master thesis
Master thesis.



To obtain the master degree you must complete all four modules. Upon completion, you will have gained insight from new academic, international perspectives, and learned from working with international peers from diverse industry backgrounds within Europe and beyond.

www.rsm.nl/mcc

Accredited by



RSM Executive Education

Bayle Building
Burgemeester Oudlaan 50
3062 PA Rotterdam
The Netherlands
www.rsm.nl/mcc

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.