

Professional Diploma in Corporate Communications Management DCCM

Building through Learning...



Program Overview

Modern day organizations are witnessing a transformative age in which digital media are integrating with traditional media and reshaping the landscape of communication. In order to thrive, succeed and sustain, now corporates became in a critical need to synchronized and ongoing corporate communication efforts, profound understanding of media innovation and well planned media management and public relations campaigns.

The Diploma in Corporate Communications (DCCM) offers a structured package of courses that gives trainees the basic knowledge and understanding of marketing, public relations and corporate communications. The (DCCM) program helps the participants to update their needs, gain professional needs and take steps into a career shift.

The DCCM incorporates the practice of public relations, research, writing, advertising, marketing, management, IT, and ethics among others. This multidisciplinary curriculum is designed to give trainees the extra edge in their career as they need to develop and apply public relations administration skills and the knowledge of how contemporary societies work and interact with commercial, institutional and economical forces and trends.

Content

The DCCM can be completed within seven-weeks. This comprehensive seven-week program covers all key disciplines, skills and best practice in corporate communication and public relations. It is recommended for corporate communications and PR specialists or academic faculty members seeking a comprehensive skill boost in a wide spectrum of professional competencies as part of their continuing professional development.

The topics covered by each course are detailed below.

• Media Production (16 Hours)

This course categorizes new media that has emerged in recent years to communicate with customers, employees and other stakeholders. It also will discuss the challenges and opportunities around using these tools and technologies as part of corporate communication. This course promotes understanding of the practice of public relations from both theoretical and practical perspectives, discussing key concepts of public relations as a communication management function. This course guides students from the research, planning, and design stages of public relations, public relations writing, to the production of effective public relations materials and using new techniques in the presentation.

• Integrated Marketing Communication & Media Relations (16 Hours)

This course will first explore the ways in which contemporary organizations organize communication activities in order to strategically plan and coordinate the release of messages to different stakeholder groups. This course will also explore three practical issues in corporate communication: how overall communication strategies are developed, how specific communication programs and campaigns are planned and executed, and how professionals can monitor and research the effects of their programs and campaigns. This course also explores the use and the effectiveness of specific media relations techniques as well as strategies around new media and digital communication platforms.

• Issues Management and Crisis Communication (12 Hours)

This course will discuss how to analyze and understand issues, challenges and crisis that may evolve and affect organizations beside how to work out appropriate communication strategies for dealing with them. Also, this course will discuss how organizations can prepare and plan for crises and identify appropriate communication strategies that meet stakeholder expectations and protect the reputation of the corporation.

• Writing for Public Relations Practitioners (12 Hours)

The module provides both the conceptual and practical perspective's of the various skills required in writing effectively in the business environment and in the increasingly important online environment. This course introduces students to the new and varied ways to report stories online. It also explores the methods involved in selecting media and evaluating the success of communication campaigns. It emphasizes the importance of tailoring messages to specific audience needs and of behaving ethically towards the public.

• Managing of Corporate International Communication (12 Hours)

Cross-cultural communication is a field of study that looks at how people from various cultural backgrounds communicate, in similar and different ways among themselves, and how they proceed to communicate across cultures. This course explores the effect of cross-culture and international communication on international marketing and public relations. Globalization of the market reflects the need to understand more about the "other" for both corporations and small businesses is necessary for better business opportunities, job opportunities, sharing views and ideas, and a better understanding of the market. Nowadays corporations are dedicating budgets for language, translation and culture, aspects to approach corporate customers worldwide, negotiating with partners from different cultural backgrounds, combining communication strategies that should be tailored and accepted among stakeholders worldwide.

• Media and Innovation (12 Hours)

This course explores how changing technologies and changing modes of usage and engagement with media bring about media innovation and transformation of the media sector. This course helps to think creatively about the future of corporations that use digital media and how to become more active as producers (and re-distributors) of content, new genres, new social constellations and new business models. Participants will be working online and off-line and learn the basics of media production using the media tools of photography, video, audio production. Students apply these fundamentals by participating in hands-on group projects.

• Graduation Project

All participants are required to complete a graduation project as part of their graduation requirements. The project is designed to ensure that participants are able to apply, analyze, synthesize and evaluate information and to communicate significant knowledge and understanding.

Key Benefits

Upon the completion of this program, you will be able to:

- Understand of the practice of public relations from both theoretical and practical perspectives
- Develop communication strategies, Plan and execute communication programs and campaigns as well as monitor and research the effects of their program and campaigns.
- Analyze and understand issues, challenges and crisis's that may evolve and affect organizations
- Use specific methods in selecting media and evaluating the success of communication campaigns. Use tailor-made messages to target specific audiences

Participants' profile

This program targets trainees from a media background or those who have no prior experience in corporate communication field. It is also aimed at young professionals working in the communication contexts, media practitioners or in public relations of enterprises from all fields. ediate levels.

Instructors' Profile

The program will be conducted by experienced communication, PR and marketing professionals and media management experts who are well known for their academic and professional experience in corporate communication, public relations management and media management.

Practical Information

Location: Regional IT Institute Premises,

Duration: 80 hours

Schedule: Twice a week from 18:00 to 21:00

or once a week on Saturdays from 10:00 to 16:00.

For Information and Registration

Regional IT Institute

Professional Training Programs Office

☎ 11A Hassan Sabry Street, Zamalek, 11211, Cairo, Egypt.

☎ Hotline: 16147

☎ (+202) 2737 6006 / (+202) 2737 5206/7 | ☎ (+202) 2739 1380 | ☎ (+2) 010 0668 8959

☎ info@riti.org | ☎ www.riti.org