



Professional Diploma in Integrated Corporate Communications

Building through Learning...



Program Overview

The capacity of modern corporations to develop and communicate integrated messaging strategies is essential in a world of non-stop information and split-second decision-making.

Integrated corporate communications (ICC) is not a new approach as it simply emphasizes the financial, competitive and effectiveness benefits to be achieved through the consistent messages afforded by the process of integration.

Corporates emphasize transparency and authenticity by striving to create a positive relationship with the environment, communities and various stakeholders. Corporate communications have begun to work together to ensure that company brands, strategies, operations and messages are synonymous with ethical business. This in turn can accelerate growth in an era in which customers and employees reward responsible companies.

Integrated corporate communications creates consistent messages that minimize ambiguity in the way companies are perceived internally and externally. The Diploma in Integrated Corporate Communications (DICC) offers a structured package of courses that gives trainees the basic knowledge and understanding of marketing, public relations and corporate communications. The (DICC) program helps the participants to develop and maintain messages for a total stakeholders perspective and to integrate communications activities around constituent-constituent relationships.

Content

This comprehensive program covers many key disciplines, skills and best practice in corporate communications. 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:

• Integrated Corporate Communications (12 Hours)

This course will explore first 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 will also focus on assessing the extent of integration which can vary from the corporate down to the product brand or even to very local, one-off promotions.

• Digital Media Production (12 Hours)

This course categorizes new media that emerged in recent years to communicate with customers, employees and other stakeholders. It will also discuss the challenges and opportunities around using these tools and technologies as part of corporate communication. This course covers a wide range of areas in digital media include audio production and video production.

• Mobile Photography Storytelling (12 Hours)

This course introduces participants to digital storytelling and explores ways to use digital stories to enhance participants' experiences. This course helps participants to create a mobile visual story starting with just a simple capture images, alter them in post-production, and make the most of social media to spread the impact of a story.

• Crisis Communication Plan (12 Hours)

Crisis management is a critical organizational function. Failure can result in serious harm to stakeholders, losses for an organization, or end its very existence. This course will discuss how crisis managers can create messages that will be used during a crisis that include statements, news releases, spokespersons for handling questions from the news media and other public relations activities.

• Managing of Corporate International Communication (12 Hours)

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

• Social Media Strategies & Content Marketing (12 Hours)

This course will prepare participants with the fundamental knowledge and skills necessary for creating a social media campaign and demonstrate knowledge of the process for branding. It also helps in avoiding pitfall that can derail a social marketing campaign.

• Graduation Project (8 Hours)

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

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.

Participants' profile

This program targets to 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 context as media practitioners or in public relations of enterprises from all fields.

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

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