Session	Date	Day & Time	Hour(s)
1	17th November, 2023	Friday, 5 pm	1
2	18th November, 2023	Saturday, 5 pm	1
3	24th November, 2023	Friday, 5 pm	1
4	25th November, 2023	Saturday, 5 pm	1
5	1st December, 2023	Friday, 5 pm	1
6	8th December, 2023	Friday, 5 pm	1
7	5th January, 2024	Friday, 5 pm	1
8	12th January, 2024	Friday, 5 pm	1
9	19th January, 2024	Friday, 5 pm	1
10	20th January, 2024	Saturday, 5 pm	1
11	26th January, 2024	Friday, 5 pm	1
12	27th January, 2024	Saturday, 5 pm	1

MODULE BREAKDOWN:

Module 1: Understanding Corporate Communications:

[Hour 1]
- Overview of the Corporate Communications Function.
- Importance of Effective Communications in Organizations.
- Key Stakeholders in Corporate Communications.
- Types of Corporate Communications.

[Hour 2]
- Communication Models and Theories.
- Corporate Communication Channels.

[Hour 3]
- Ethics and Cultural Considerations.
- Ethical principles in corporate communication.
- Cultural differences and their impact on communication strategies.
- Case studies and discussions on ethical dilemmas in corporate communication.

Module 2: Effective Business Writing and Presentation Skills

[Hour 4]
- Business Writing Essentials.
- Principles of effective business writing (clarity, conciseness, coherence, and professionalism).
- Writing emails, reports, and memos.
- Proofreading and editing techniques.

[Hour 5]
- Professional Presentation Skills.
- Structuring a compelling presentation (introduction, body, conclusion).
- Using visual aids effectively (slides, charts, graphs).
- Public speaking tips and techniques.
- Practice sessions and peer feedback on presentations.

[Hour 6]
- Negotiation and Persuasion in Corporate Communication
- Strategies for effective negotiation.
- Persuasion techniques in business communication.
- Role-play exercises for negotiation scenarios.

Module 3: Crisis Communication and Reputation Management

[Hour 7]
- Crisis Communication Strategies
- Identifying potential crises in corporate settings.
- Developing a crisis communication plan.
- Managing communication during crises and handling media inquiries.

[Hour 8]
- Reputation Management
- Importance of corporate reputation in business success.
- Online reputation management and social media monitoring.
- Case studies on companies that successfully managed their reputations during crises.

[Hour 9]
- Internal Communication and Employee Engagement
- Strategies for effective internal communication.
- Employee engagement initiatives and their impact on organizational culture.
- Best practices for fostering a positive workplace environment.

Module 4: Advanced Communication Technologies and Trends

[Hour 10]
- Digital Communication Tools
- Overview of communication tools and platforms (email, messaging apps, project management software).
- Collaborative tools for virtual teams.
- Data security and privacy considerations in digital communication.

[Hour 11]
- Social Media and Brand Communication
- Leveraging social media platforms for brand promotion and customer engagement.
- Social media analytics and measuring the effectiveness of social media campaigns.
- Creating a social media policy for employees.

[Hour 12]
- Emerging Trends in Corporate Communication
- Artificial intelligence and chatbots in communication.
- Virtual reality (VR) and augmented reality (AR) applications in corporate training and communication.
- Future trends and their potential impact on corporate communication strategies.

ASSESSMENT & EVALUATION

1. Quizzes and Assignments: Periodic quizzes to assess understanding of concepts.
2. Group Activities: Collaborative assignments to encourage teamwork and creative problem-solving.
3. Final Presentation: Students present a comprehensive corporate communication strategy incorporating the skills and knowledge gained during the course.
4. Feedback and Discussion: Open discussions and feedback sessions after each module to address questions and concerns.

By the end of this 12-hour corporate communication course, participants will have a solid understanding of various communication strategies, tools, and techniques essential for effective corporate communication in diverse business environments.