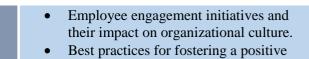


	Session	Module &Takeaways	Key Exercises
Session 1	Module 1: Understanding Corporate Communications	<ul> <li>Overview of the Corporate Communications Function.</li> <li>Importance of Effective Communications in Organizations.</li> <li>Key Stakeholders in Corporate Communications.</li> <li>Types of Corporate Communications.</li> <li>Communication Models and Theories.</li> <li>Corporate Communication Channels.</li> </ul>	• Class discussion
Session 2	Module 2: Effective Business Writing and Presentation Skills	(clarity, conciseness, coherence, and	• Class discussion
Session 3	Module 2	<ul> <li>Professional Presentation Skills.</li> <li>Structuring a compelling presentation (introduction, body, conclusion).</li> <li>Using visual aids effectively (slides, charts, graphs).</li> <li>Public speaking tips and techniques.</li> <li>Practice sessions and peer feedback on presentations.</li> </ul>	• Class discussion
Session 4	Module 2	<ul> <li>Negotiation and Persuasion in Corporate Communication</li> <li>Strategies for effective negotiation.</li> <li>Persuasion techniques in business communication.</li> <li>Role-play exercises for negotiation scenarios.</li> </ul>	Class discussion
Session 5	Module 3: Crisis Communication and Reputation Management	<ul> <li>Crisis Communication Strategies</li> <li>Identifying potential crises in corporate settings.</li> <li>Developing a crisis communication plan.</li> <li>Managing communication during crises and handling media inquiries.</li> </ul>	Class discussion
Session 6	Module 3	<ul> <li>Reputation Management</li> <li>Importance of corporate reputation in business success.</li> <li>Online reputation management and social media monitoring.</li> <li>Case studies on companies that successfully managed their reputations during crises.</li> <li>Internal Communication and Employee Engagement</li> <li>Strategies for effective internal communication.</li> </ul>	<ul><li>Class discussion</li><li>Certification</li></ul>



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