



# Reference Books

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Public Relations Practices: Managerial Case Studies and Problems- Allen H. Center, Patrick Jackson, Jackson & Wagner

Richard R. Dolphin, The Fundamentals of Corporate Communication

Joep Cornelissen, Corporate Communications: Theory and Practice

James L. Horton, Integrating Corporate Communication: The Cost Effective Use of Message & Medium

Corporate Communications: Principles and Practices – Dr. Jaishri Jethwaney

## **SYLLABUS**

<b>SN</b>	<b>Modules</b>	<b>No. of Lectures</b>
1	Foundation of Corporate Communication	15
2	Understanding Public Relations	15
3	Functions of Corporate Communication and Public Relations	15
4	Emerging Technology in Corporate Communication and Public Relations	15

## UNIT- I

### **Foundation of Corporate Communication**

#### **a) Corporate Communication: Scope and Relevance**

- Introduction, Meaning, Scope, Corporate Communication in India, Need/Relevance of Corporate Communication in Contemporary Scenario

#### **b) Keys concept in Corporate Communication**

- Corporate Identity: Meaning and Features, Corporate Image: Meaning, Factors Influencing Corporate Image, Corporate Reputation: Meaning, Advantages of Good Corporate Reputation

#### **c) Ethics and Law in Corporate Communication**

- Importance of Ethics in Corporate Communication, Corporate Communication and Professional Code of Ethics, Mass Media Laws: Defamation, Invasion of Privacy, Copyright Act, Digital Piracy, RTI

# Public Relations Audiences

Employees of the firm



Stockholders and investors

Community members



Suppliers and customers

The media

Educators



Civic and business organizations

Governments

Financial groups



# Who is a Public?

A group of similar individuals, an assortment of persons having similar / common interests, problems, goals and circumstances

It is from such sources that opinions emerge-  
Public Opinion

**Definition of Public Relations:** It is a deliberate, planned and sustained effort to establish and maintain mutual understanding between an organisation and its Public.

# PUBLIC RELATIONS (P.R.)

Practice of deliberately managing the release and spread of information between an individual or an organisation (such as a business, government agency, or a non-profit organization) and the public.

P.R. and Publicity differ in that **PR is controlled internally**, whereas publicity is controlled and contributed by external parties.

Public relations may include an organization or individual gaining exposure to their audiences using topics of public interest and news items that do not require direct payment. This differentiates it from Advertising as a form of Marketing Communications.

Public relations aims to create or obtain coverage for clients for free, also known as 'earned media', rather than paying for Marketing or, advertising.

# Public Relations Tools

Exclusives



Press conferences



Press releases



Interviews



Community involvement



The internet



# Public Relations Tools/ activities to promote Positive Attitude

**Media Relations-** ex. **Media Statements, Fact Sheets, On-site media tours** to promote business and manage risks.

Advertorials- ex. **Advertisements in the form of news stories or, Reviews in Newspaper.**

**Social Media-** ex. **Twitter, Facebook** lets you bypass the media & drive web traffic.

**Newsletters-** provides information of value to your customers.

# Continued.....

**Brochures & Catalogues:** helps to drive customers to your website / physical store

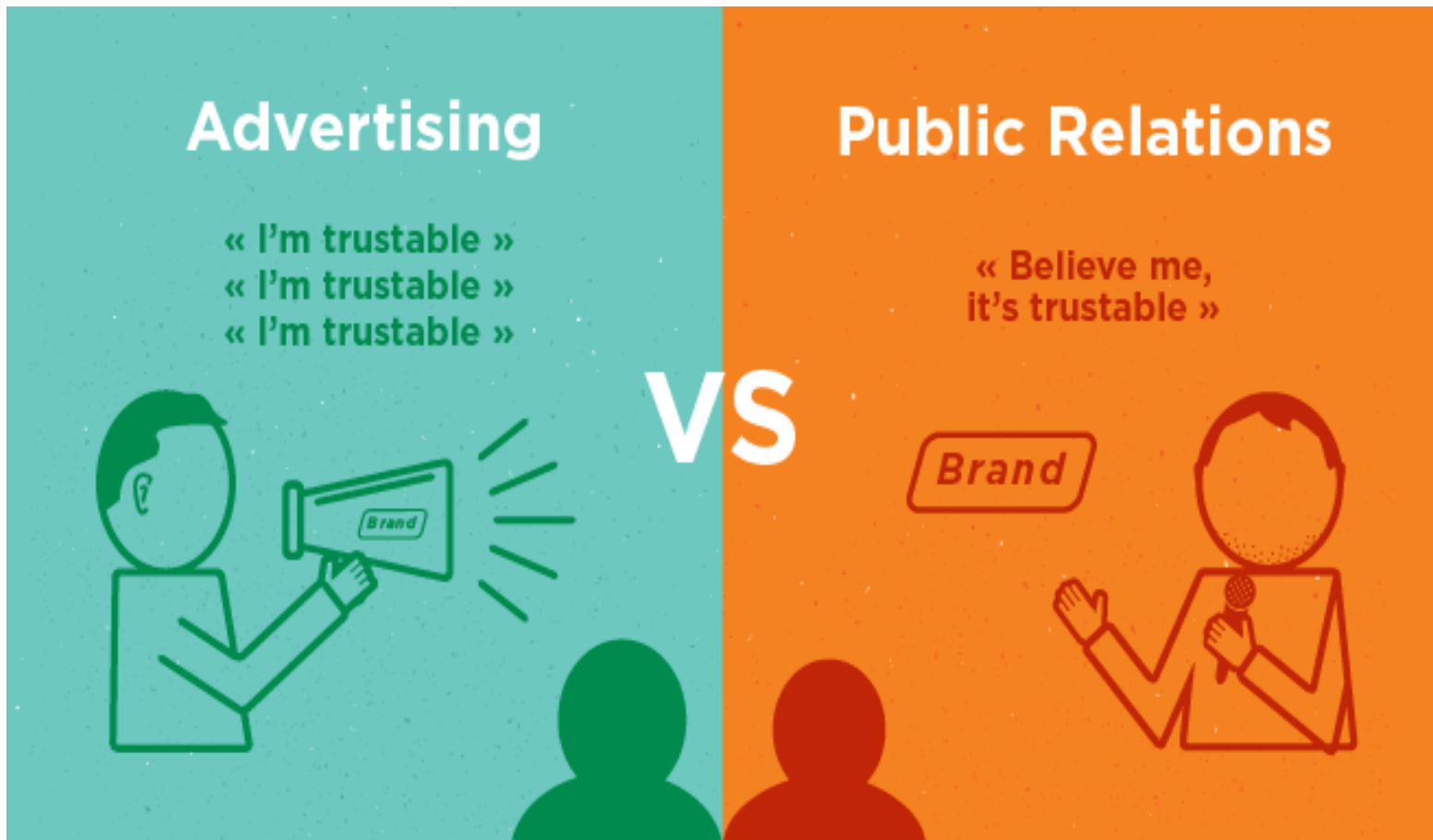
**Business Events:** organised to counter customer doubts, helps to build mailing list.

Eg. Trade Shows

**Sponsorships or, Partnerships:** Ex. Supporting a not-for-profit cause can develop goodwill, community partnerships to grow local community

**Employee Relations:** Ex. By sharing information and promoting involvement

# Advertising and Public Relations



# Differences between Advertising and Public Relations

## ADVERTISING

Paid

Builds Exposure

Audience is skeptical

Guaranteed placement

Complete creative control

Ads are mostly visual

More Expensive

“Buy This Product”

## PUBLIC RELATIONS

Earned

Builds Trust

Media gives third-party validation

No guarantee, must persuade media

Media Controls final version

PR uses language

Less Expensive

“This is Important”



# Evolution of Corporate Communication

- 1) Until 1970's, the term Public Relations was used to describe the communication with stakeholders.
- 2) The function largely consisted of communication with press
- 3) Other Stakeholders (Internal and External) started demanding more and more information from company. Company's started to look at communication as being more than just Public Relations.

## Corporate Communication- Meaning

***Fernandez says-*** C.C. is a Long Term Strategic Initiative taken by Organisation to Communicate the Core Brand and its Core Messages to a Spectrum of Audiences in Globalised Market Environment.

### **Key Points to Note:**

**Strategic Initiative**

**Communication**

**Audiences**

**Global Market**

# Activities of Corporate Communication

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Corporate Communication includes advertising, marketing communications, marketing, and public relations, but they all function under a managed perspective.

Corporate communication is managing an organization's internal and external communications

# Vehicles of C.C.

Corporate Logo, Pneumonic device, Stationary, Letter heads, visiting cards, greetings, bills, estimates, memos, etc. Corporate fonts and typefaces

Code of conduct (HR), Fair business practices and equal opportunity employer

E-mail etiquette Templates for communications Internet and intranet branding

Rewards, recognition and appraisals (HR)

Customer relations initiatives, Advertising, PR, direct marketing, investor relations, marketing promotions, exhibitions

Corporate collaterals (brochures, fliers, newsletters etc.)

Security systems (employee registration) (HR) Branded apparel  
Commercial and personal Vehicle branding Store / site signage.

# CORPORATE COMMUNICATION

AN INTEGRATED FRAMEWORK



# From Public Relation to Corporate Communication- An Overview

P.R./ C.C. Budgets in organisations have increased owing to the value created by CC. (Therefore- **ADAPTATION** to Budgets and Internal Structures is solicited)

PR is the predecessor to CC and grew out of **Necessity**. (Necessity- Mandate by Law leading to dedicated resource deployment)

PR function was mostly tactical and called as Public Relations, Public Affairs, Public Info. etc. (Protected company from Bad Publicity, often by **Spinning Damaging News** in a Positive Light.

# CORPORATE COMMUNICATIONS- RECAP

## OVERVIEW

A set of activities involved in managing and orchestrating all internal and external communications.

Aimed at creating favourable point of view among stakeholders on which the company depends.

It is the messages issued by a corporate organization, body, or institute to its audiences, such as employees, media, channel partners and the general public.

Organizations aim to communicate the same message to all its stakeholders, to transmit coherence, credibility and ethics

## Corporate Communication :

A total communication activity generated by a company, body, institute to its public(s) in order to achieve its planned objective.

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### INTERNAL

Employees, Stakeholders,  
i.e. Share and  
Stock holders

### EXTERNAL

Agencies, Channel  
Partners, Media,  
Government, Industry  
Bodies, Educational  
Institutes and General  
Public Corporate  
Communications

# Scope of Corporate Communication





Creating  
**CLEAN ENERGY**  
for a better  
tomorrow

GE works on things that matter. The best people and the best technologies taking on the toughest challenges. Finding solutions in energy, health and home, transportation and finance. Building, powering, moving and curing the world. Not just imagining. Doing. GE works.

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**Galaxy S7**  
edge  
**Explodes**



**Nightmare**  
**for**  
**SAMSUNG**



Images were widely shared on both social and traditional media creating a PR nightmare, resulting in a complex product recall of 2.5 million S7 Notes and a technical challenge for Samsung's engineers to identify the root cause of the issue.

The phones were banned on many airlines; during every pre-flight safety briefing Samsung was named and shamed, further damaging the brand and eroding consumer confidence.

TYBMS- B  
(SEMESTER –  
V)

SUBJECT: CORPORATE  
COMMUNICATION AND  
PUBLIC RELATIONS

TOPIC: NEED AND  
RELEVANCE OF CORPORATE  
COMMUNICATION

# Trinity of Corporate Communication

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**Audience:** Identify the stakeholders  
Internal and external

**Message:** Articulating messages

**Medium:** Identifying Communication Channels , Media for Internal target audience and Media for External target audience



1) HELPS IN CORPORATE  
BRANDING



2) HELPS IN STRATEGY  
IMPLEMENTATION



3) HELPS IN CLIENT  
DEVELOPMENT



4) HELPS IN CLIENT  
SUSTENANCE



5) HELPS IN SALES  
ENHANCEMENT



6) HELPS IN  
INFORMATION  
DEVELOPMENT AND  
DISSEMINATION



7) ENABLES CRISIS  
MANAGEMENT



8) DEVELOPS GLOBAL  
COMPETENCE

Need and  
Relevance of  
Corporate  
Communication



# Corporate Branding



# Toyota recalls six million cars worldwide

The world's largest carmaker has called back 6.39 million vehicles to fix a range of safety issues in one of the biggest recalls in automotive history. There are no reports of any accidents linked to the defects

Models involved: *RAV4, Yaris, Corolla, Highlander, Tacoma, Camry*, produced from April 2004 to December 2010

Reasons for recall (Some models have multiple issues)

Vehicles affected:  
**3.5 million**

**Spiral cable assembly:**  
May become damaged when steering wheel is turned, causing air bag warning light to illuminate – possible risk of air bag not deploying

**2.3 million**

**Seat rail:** Springs used in mechanism which locks seat rail may break – seat may move in event of crash

**Steering column bracket:**  
When steering wheel is turned repeatedly with full force, bracket holding steering column in place may become unstable – possible risk that bracket can fail

● **20,000, Engine Starter:**  
Metallic particles can accumulate on contacts – worst case risk of fire

**760,000**

**Windshield Wiper Motor:**  
Debris can cause water to enter motor, affecting electronics

**160,000**

## CRISIS MANAGEMENT:

Toyota Recalls its cars Back.



1) Big Businesses constantly under attack for acts of Omission and Commission



2) Global Economy Challenges



3) Growing Exposure to Information through various Media



4) Networking of People cutting across Barriers and Borders



5) Convergence of Media Tools

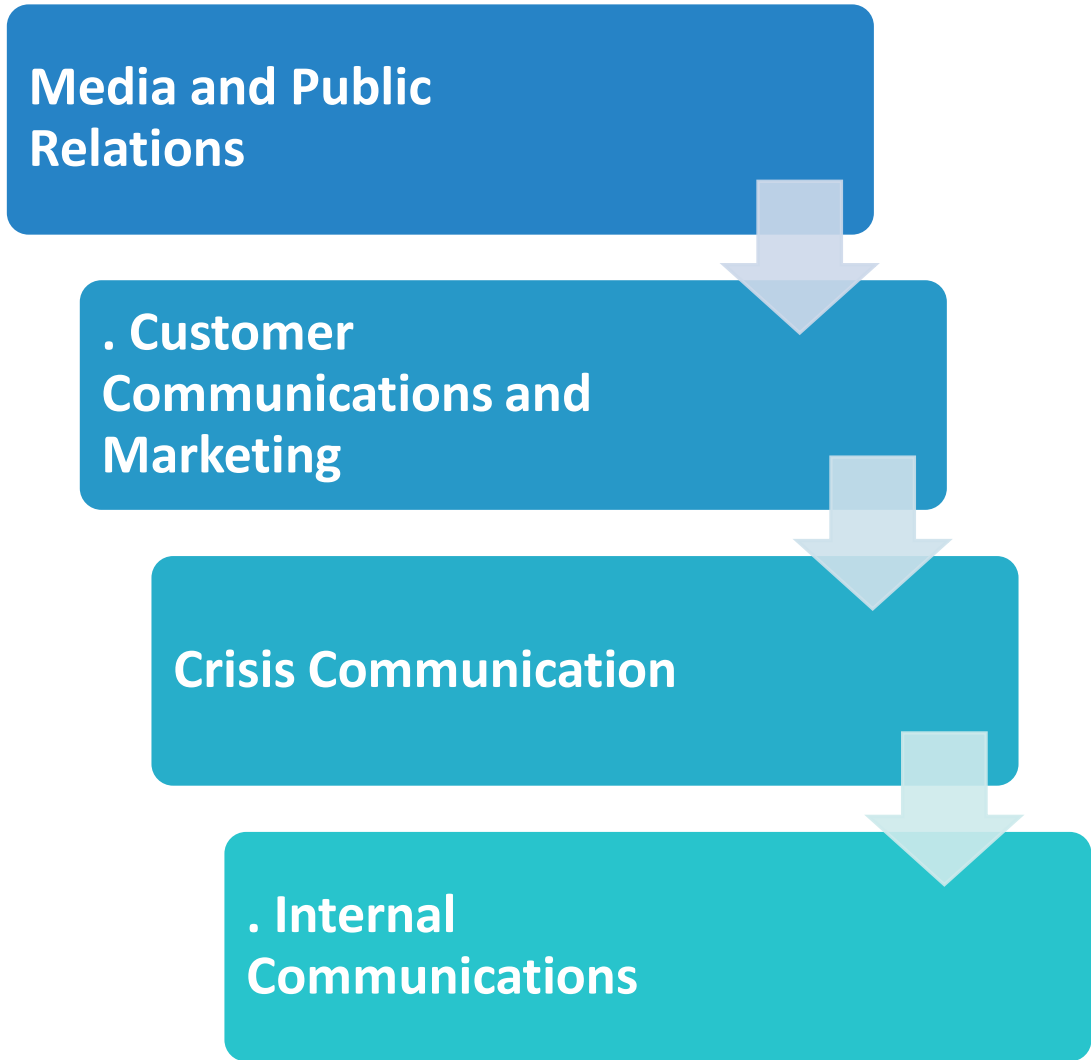


6) Diverse Portfolio of Companies



7) Convergence of Audience Base

Reasons  
Pertinent  
for  
Corporate  
Communi-  
cation



The Functions of a Corporate Communications Department



Managing	Managing Communication for Internal and External Stakeholders
Assisting	Assisting Top Management in Change Management both within and outside the organization
Selecting	Selecting Appropriate Media and Drafting appropriate messages to reach out to various constituency
Dealing	Dealing with Controlled and Uncontrolled Media
Maintaining	Maintaining Investors and Shareholders Relationships
Managing	Managing Brand Communication
Managing	Managing Issues and responding to Crisis Situation.

# Functions of Corporate Communication