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77E28000 - Corporate Responsibility Communication 16.01.2024-15.2.2024

Course program and learning objectives

Instructors: Laura Kangas-Müller and Sofia Villo

Corporate Responsibility (CR) Communication provides students with up-to-date knowledge, conceptual tools, techniques, and best practices for (1) managing stakeholder engagement as a communicative process, and (2) developing effective CR communication initiatives and strategies for various organizations

Learning outcomes:

- Identify and critically assess different strategic approaches to and rationales behind sustainability and CSR communication
- Identify and analyze some narrative and rhetorical strategies that contemporary organizations use in their sustainability and CSR communication
- Carry out stakeholder analysis for sustainability and CSR communication.
- Create audience-centered communication initiatives and strategies for sustainability and CSR management.

	Topics and assignments	Your learning objectives - what you are expected to do
	Independent study Pre-assignment 1 <i>Must be completed before the first class meeting!</i>	<ul style="list-style-type: none">▪ Familiarize yourself with the learning objectives, practicalities, and basic starting points of the course▪ Explore questions of CR from a communication perspective▪ Define objectives for your professional development
	Independent study Pre-assignment 2 <i>Must be completed before the first class meeting!</i>	<ul style="list-style-type: none">▪ Familiarize yourself with current corporate responsibility issues and the associated challenges in effective CR Communication▪ Develop a basic understanding of CR Communication by adopting a stakeholder relations perspective
TUE 16.01.2024 Room: R028/F102	Introduction to the course and Corporate Responsibility Communication	<ul style="list-style-type: none">▪ Familiarize yourself with perspectives on CR Communication▪ Develop an understanding of CR Communication as a strategic stakeholder dialogue

	Topics and assignments	Your learning objectives - what you are expected to do
THU 18.01.2024 Room: R028/Q201	Stakeholder dialogue <i>Assignment 3</i> DL 18.1 at 14:00	<ul style="list-style-type: none"> ▪ Understand what dialogue does ▪ Explore how dialogue is happening
TUE 23.01.2024 Room: R038/T004	Strategic CR Communication and the constitutive perspective of communication <i>Guest lecture by Visa Penttilä, LUT University</i> <i>Assignment 4</i> DL 23.1 at 14:00	<ul style="list-style-type: none"> ▪ Understand the “communication as constitutive of organizations” (CCO) perspective to CR Communication ▪ Explore aspirational talk as a form of strategic CR Communication
THU 25.01.2024 Room: R038/T004	CSR/Sustainability Reporting <i>Assignment 5</i> DL 25.1 at 14:00	<ul style="list-style-type: none"> ▪ Familiarize yourself with the basic ideas and principles of sustainability/CSR reporting ▪ Explore and examine the contemporary conventions and practices of CR/Sustainability communication ▪ Explore the challenges of Sustainability/CSR reporting
TUE 30.01.2024 Room: R038/T004	Storytelling and rhetoric in CR Communication <i>Assignment 6</i> DL 30.1 at 14:00	<ul style="list-style-type: none"> ▪ Understand the core concept of rhetorical situations for effective stakeholder communication strategies ▪ Familiarize yourself with key rhetorical techniques for audience-centered CR Communication ▪ Master storytelling principles and analyze their practical application
THU 01.02.2024 Room: R028/Q201	NGO insights on CR Communication <i>Guest lecture by Maija Lumme, Human Rights Specialist, Finnwatch</i>	<ul style="list-style-type: none"> ▪ Understand different roles stakeholders may play in relation to corporate responsibility ▪ Gain insights from an expert on the key issues of CR communication from the perspective of a stakeholder
TUE 06.02.2024 Room: R038/T003	Challenges and strategies for audience-centric communication <i>Assignment 7</i> DL 06.02 at 14:00	<ul style="list-style-type: none"> ▪ Familiarize yourself with the challenges of communicating with different stakeholder groups in practice ▪ Understand the paradoxes that CR communication may involve in practice

	Topics and assignments	Your learning objectives - what you are expected to do
THU 08.02.2024 Room: R038/T004	Corporate insights on CR Communication <i>Guest lecture by Hanna Leppäniemi, Communications manager, S-Group</i>	<ul style="list-style-type: none"> ▪ Develop an understanding of the strategic role that CR Communication plays within companies ▪ Gain insights from an industry expert on effective corporate strategies for CR communication
TUE 13.02.2024 Room: R038/T004	CR Communication as employee engagement <i>Assignment 8</i> <i>DL 13.02 at 14:00</i>	<ul style="list-style-type: none"> ▪ Understand different perspectives in examining the role of employees in CR Communication ▪ Explore the meanings of CR for employees ▪ Identify ways individuals can actively drive positive change within their organizations
THU 15.02.2024 Room: R028/Q101	Group presentations	<ul style="list-style-type: none"> ▪ Apply frameworks and concepts discussed in the lectures and learning materials of the course ▪ Analyze and evaluate industry practices ▪ Develop analytical, teamwork and oral presentation skills

Course evaluation		
Individual assignments		
Pre-assignments 1 & 2	Pre-requirements for the course <i>Pass/fail</i>	DL 16.1. before Session 1
Assignment 3-8 (Randomly selected assignment graded)	20%	DL Before each session
Feedback to another group	20%	DL 19.2
Group assignments		
Consultancy project presentation	20%	DL 15.2
Consultancy final report	40 %	DL 26.2