

Corporate Communication



This course explains the importance of communication within the global digital economy, exploring the company's identity, personality and reputation at a corporate level. Moreover, of course the related Crisis Management will be highlighted.

Corporate Communication - 17th - 18th September 2020

- Reputation management
- Crisis management
- Role play with media interaction
- Corporate identity
- Image and reputational management
- Creating and managing the reputational platform

Top speaker

- Dr. Graeme Lindsay, Amiens School of Management, France

What our students said

- Interesting real-life cases
- Insights into daily challenges
- Motivating lectures and cases

Course fee/ module: CHF 1'400.--
Course language: English
Registration: www.iimt.ch or iimt@unifr.ch

This course will take place:
As an online or as a presence course, depending on the current COVID-19 situation in September.