

## Business Communications

### Lecturer:

Hazel Westwood

### Introduction and Aims

This module focuses on theories relating to current trends in Business Communication including PR, Reputation Management, and Crisis Communications. Through small group working it develops practical communications skills to a “real-time” campaign allowing MBA students to experience the process of a campaign from strategic intent through to delivery in a media environment. Development of campaign themes, key messages, and message consistency provides students of this module with theoretical knowledge and skills set transferable into both pro-active and reactive communications with internal and external audiences.

### Objectives and Learning Outcomes

**By the end of the module students should be able to:**

- Understand and apply key theories in the fields of Public Relations, Reputation Management and Crisis Communications.
- Practically apply techniques in developing and delivering key messages as a part of identified campaign objectives.
- Deliver professional standard interviews in a media environment.
- Critically analyse Business Communications campaigns, using appropriate models.

### Assessment

- Individual Assignment 2,000 words (50%)
- Practical - Media Skills workshops (30%)
- Press release 400 words & campaign analysis 500 words (20%)

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