

INSTRUCTIONS AND CONTACT INFORMATION FOR SUMMER SEMESTER 2021

- **THE SCOPE OF THE COURSE:** 2X LECTURES + 1X SEMINAR
- **LECTURER:** PHDR.JANUSZ KARPETA, PHD.
- **INFORMATION** ABOUT THE COURSE, REQUIREMENTS, EXAM DATES AND EXAM RESULTS ARE AVAILABLE BELOW
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REQUIREMENTS FOR FINISHING THE ONLINE COURSE:

- 1. THE ORAL PRESENTATION (25PTS.) - SEE THE LIST OF TOPICS** - DURATION MAX.10 MIN./IN PAIRS
- 2. PRESENTATION OF THE WRITTEN PAPER AND DISCUSSION IN THE SEMINAR (25PTS.) - SEE THE LIST OF TOPICS, THE TOPIC SHOULD BE DIFFERENT FROM THE ORAL PRESENTATION** – MAX. UP TO 5 PAGES
- 3. THE FINAL WRITTEN EXAM, EXAM QUESTIONS RELATED TO THE TOPICS DISCUSSED IN LECTURES AND THE SEMINAR - 50 PTS.**

SUGGESTED TOPICS:

Corporate communication topics:

- 1/ Discuss and analyze the development of corporate communication. Provide a brief outline of its development in the specific country (ies).**
- 2/ Study, analyze, illustrate and clarify the image of the company in the specific company.**
- 3/ Study, analyze, illustrate and clarify the communication corporate network in the specific company.**
- 4/ Study, analyze, illustrate and clarify the communication channels and communication media in the specific company.**
- 5/ Study, analyze, illustrate and clarify the basic forms of corporate communication in the specific company.**

6/ Study, analyze, illustrate and clarify the corporate presentation forms of the specific company.

7/ Study, analyze, illustrate and clarify the specific examples of intercultural communication in the specific multilingual company.

8/ Study, analyze, illustrate and clarify the specific features of corporate communication in the specific small and medium sized enterprise.

9/ Study, analyze, illustrate and clarify the forms of the standardization of corporate communication in the specific company.

10/ Study, analyze, illustrate and explain communication audit in the specific company and provide solutions for corporate communication improvement.

11/ Study, analyze, illustrate and clarify the new forms of corporate communication in the specific company.

12/ Study, analyze, illustrate and clarify crisis communication as part of corporate communication in the specific company.