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 - 23rd - 24th September 2021**

- 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, EDHEC, Lille, 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.