

# 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 - 23<sup>rd</sup> - 24<sup>th</sup> 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](http://www.iimt.ch) or [iimt@unifr.ch](mailto: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.