

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 - 22nd - 23rd September 2022

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