

Syllabus (Course description)

Course title: <i>Communication I. - Business Communication in the Creative Industries</i>				
Course instructor(s), contact details: Karola Xenia Kassai, karola.kassai@kassailaw.com				
Code: M-DM-103-2	Curriculum (program/level): ADM	Recommended semester: 1st	Credit: 5	Number of class hours: 12x2 Student task hours: 51
Related codes: -	Type: (seminar/lecture/ consultation, etc.)	Can it be an elective course? -	In case of an elective course what are the specific prerequisites: -	
Course connections (prerequisites, parallels): to be completed with M-DM-103-1				
Aim and principles of the course: We aim to improve both written and oral presentation skills from a business perspective and to provide opportunities to learn to give constructive and valuable feedback on others' work. Therefore, the final grade will be decided based on the results of the tasks during the semester and the final pitch and evaluation activity. We also intend to foster a collaborative environment with lively discussions during class. Thus, active class participation, comments, and questions will be 10% of the final grade.				
Learning outcomes (professional and general competences to be developed): Knowledge: During the course, students will learn how to research and analyse competition, how to create a communication plan and how to write, present and evaluate a funding pitch. Skill: The course aims to improve written and oral presentation, business research and professional feedback skills, effective collaboration, assertive communication and critical thinking. Attitude: The course intends to foster a collaborative and interactive environment. Students will work in pairs and present their work to their peers and to the class, who must provide substantial feedback. Autonomy and responsibility: Students will work in pairs and will be responsible on distributing the tasks and workload within the team. They will acquire new communication and collaboration skills through realistic assignments and simulated business situations.				
Topics and themes to be covered in the course: Communication is a crucial element in not only our work but every aspect of our lives. Communicating in a clear, respectful, concise, and direct manner can be one of the valuable professional skills in your career. During this interactive course, we will explore various business situations by creating a communication strategy for a fictive business of your choice. Students will work in pairs to create a marketing brief and a detailed communication plan. We will discuss the regulatory environment for online communication and advertisement, a proposal for funding and a pitch presentation for a fictive funding opportunity. The "funding" will be decided by a board of peers (a rotating role to allow everyone to both pitch and evaluate). The grade will be composed of six elements: class activity, the quality of the communication plan and competition analysis, the pitch deck, your pitch, and constructive evaluation of others' work.				

1. Introduction: Practical information. Brand communication in the business world (basics, strategies, examples, including employer branding)
2. Researching your competition, understanding your market. The definition and importance of competitor research.
3. The role of art in society (ethics, social issues, regulations)
4. Intellectual property. IP rights in applied arts. Trademarks, registering a trademark. AI and IP rights.
5. Communication in the digital world: creating a communication plan, advertising, tone etc.
6. Communication in the digital world 2.: AI and social media. Communication strategy, content strategy, campaign strategies.
7. Funding journey, researching funding opportunities (in light of communication)
8. Networking and pitching skills.
9. Communication plan - presentation by the students
10. Evaluation aspects, providing feedback, negotiation skills
11. Pitch training (board - pitching roles)
12. Pitch training (board - pitching roles) (Related assignment: pitch deck)

Specificities of process organisation / organisation of learning:

Students' tasks and responsibilities: During the semester, students will work in pairs to create a communication strategy for a fictive business of their choice. They will be required to create a competition analysis, a communication plan and a pitch deck for a fictive funding opportunity. The final exam will be a simulation for a funding pitch, which will be decided by a group of peers based on a previously provided assessment criteria. (The roles will rotate to allow everyone to both pitch and evaluate.)
The course requires presence and active participation in the classes, which will also be part of the assessment criteria.

Learning environment: classroom

Assessment:

Requirements to be met:

Class presence and activity
Written assignments (competition analysis, communication plan, pitch deck)
Oral presentation of a fictive funding pitch
Evaluation of peers' work

Method of assessment:

The final mark will be the sum of the results of the tasks submitted and completed during the course and a final pitch and funding decision simulation. The assignments will provide the following percentage of the final mark: competition analysis (written task, 15 %), communication plan (written task, 15 %), pitch deck (written task, 15 %), funding pitch (oral presentation, 25%), evaluation of peers' work (oral presentation, 20%), class activity, comments, questions (10%). In order to get a passing grade, all assignments must be submitted during the semester.

Assessment criteria:

- 1) Depth and complexity of the research for the written tasks
- 2) Argumentation and analytical skills,

- 3) Coherence, content and style of the presentation and written tasks
- 4) Presence and active participation in the classes
- 5) Completing the assignments within the specified deadline

How is the mark calculated:

Excellent (5) 91-100%
Good (4) 81-90%
Satisfactory (3) 61-80%
Sufficient (2) 51-60%
Fail (1) 0-50%

Required Literature:

1. Blazkova, H. (2021): Telling Tales of Professional Competence: Narrative in 60-Second Business Networking Speeches. *Journal of Business Communication*, 48(4), 446-463
2. Getchell, K. M., Carradini, S., Cardon, P. W., Fleischmann, C., Ma, H., Aritz, J., & Stapp, J. (2022). Artificial Intelligence in Business Communication: The Changing Landscape of Research and Teaching. *Business and Professional Communication Quarterly*, 85(1), 7-33.

Recommended Literature:

1. Bill Birchard: The Science of Strong Business Writing <https://hbr.org/2021/07/the-science-of-strong-business-writing>

Other information:

Recognition of knowledge acquired elsewhere/previously/validation principle:

- Full exemption may be granted.

Out-of-class consultation times and location: by email appointment