

## CERTIFICATE COURSE IN CORPORATE COMMUNICATION



### Course Content

- Effective Communication
- Importance of vocabulary building and punctuation
- Grooming and personality
- Etiquettes
- Facing Interviews
- Mock interviews
- Telephone communication
- Leadership
- Art of non-verbal communication
- Group discussion
- Time management
- Effective listening skills
- Presentation skills
- E-communication
- Hands on training in Language Laboratory

### Career opportunities and employability

Communication is the key factor in the creation, implementation, monitoring and reporting on all corporate activities. Through communication, stakeholders understand company's purpose, goals and values. Communication also aimed to influence employee's attitude toward the workplace loyalty and pride in the company in which they are working.

There is enormous scope for corporate communication in India. Industries are expanding and need to recognise the importance of having to communicate with the public that matters to the most. With the kind of development, we are witnessing in India and abroad, corporate communication is here to stay. Prospects in the field are plentiful for more than one reason. Firstly, competition has grown. The need to maintain the brand has grown considerably, with regard to Indian as well as global consumers, as more foreign companies are coming to India than never before. Secondly, the need to communicate has exploded. Even the target audiences have expanded radically. We have come to use more and developed tools of communication to reach out to them.

More variables affect the image of the company now than before. Also, the number of tools of communication has increased significantly. Television and internet have changed the communication scenario. What would reach the public in 24 hours in case of newspapers or 12-14 days in case of magazines earlier, now reaches them in a matter of seconds. The tasks formerly being taken care of with a couple of press releases are now being handled by entire departments.

The size of the corporate communication department is dependent upon the size of the company. Large organisations have a full-fledged department that works on their communication objectives. While small companies may have just one individual managing the entire show. In such a scenario, fresh talent is always welcome. A fresher can earn anything between three to five lakhs per annum. And from there, the sky is the limit.

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