

Foundation of Corporate Communication

Module – 1

Meaning and Definition

- *Corporate communications refers to the way in which businesses and organizations communicate with internal and external various audiences. These audiences commonly include:*
- *Customers and potential customers*
- *Employees*
- *Key stakeholders (such as the C-Suite and investors)*
- *The media and general public*
- *Government agencies and other third-party regulators*
- *Corporate communications can take many forms depending on the audience that is being addressed. Ultimately, an organization's communication strategy will typically consist of written word (internal and external reports, advertisements, website copy, promotional materials, email, memos, press releases), spoken word (meetings, press conferences, interviews, video), and non-spoken communication (photographs, illustrations, infographics, general branding).*

Scope of Corporate Communication

- Organizational development.
- Co-ordinating the functions of various departments.
- Reputation building.
- Employee communication.
- Communicating with stake holders.
- Crisis Communication.

Need/ Importance of Corporate Communication

- *Helps corporate branding*
- *Helps in strategy implementation*
- *Helps client development and sustenance*
- *Helps in sales enhancement*
- *Helps in information development and dissemination*
- *Enables crisis management*
- *Develops global competence*
- *Builds a sense of team work*
- *Improves customer service*

Key concepts in corporate communication

Corporate Identity

What does identity mean?

The word identity with respect to the self brings to mind certain characteristics that defines and distinguishes us from others. Hence it means those aspects of our personality that make us stand out amongst others.

It includes our communication skill, the way we dress, our mannerism and etc.

What is corporate identity?

- If we take into consideration the same logic, we can say that corporate identity consists of all those aspects that makes a particular business brand different from others.
- A business introduces itself with its logo, slogans, name, uniforms, business cards, letterheads, brochures, folders, packaging, internet sites etc. All these things expresses what the company stands for i.e. its beliefs, its culture, its style of functioning and etc. in order to make the business look special in the eyes of the customers.
- The designs selected gives a visual statement about the firm and its philosophy, its vision and its mission. All this together can be termed as corporate identity.

Features of corporate identity

- It expresses the character, goal and origin of an organization symbolically.
- It expresses the value system, orientation and philosophy of the organization.
- It gives recognition and visibility to an organization so that people remember its name as well as the business it carries out.
- It refers not only to logos and brochures but also harmonious relationships between all corporate activities.

- It becomes the face of the organization and contributes to its reputation and carries out the work of positioning.
- It brings a sense of belonging to the employees as they can easily relate themselves to the organization as a whole.
- It is valuable asset of the company as an external competitive power and internal strategy building instrument.
- It is an element of brand management relevant to both market and social strategies.

CORPORATE IMAGE

- How you perceive yourself or present yourself gives rise to your identity

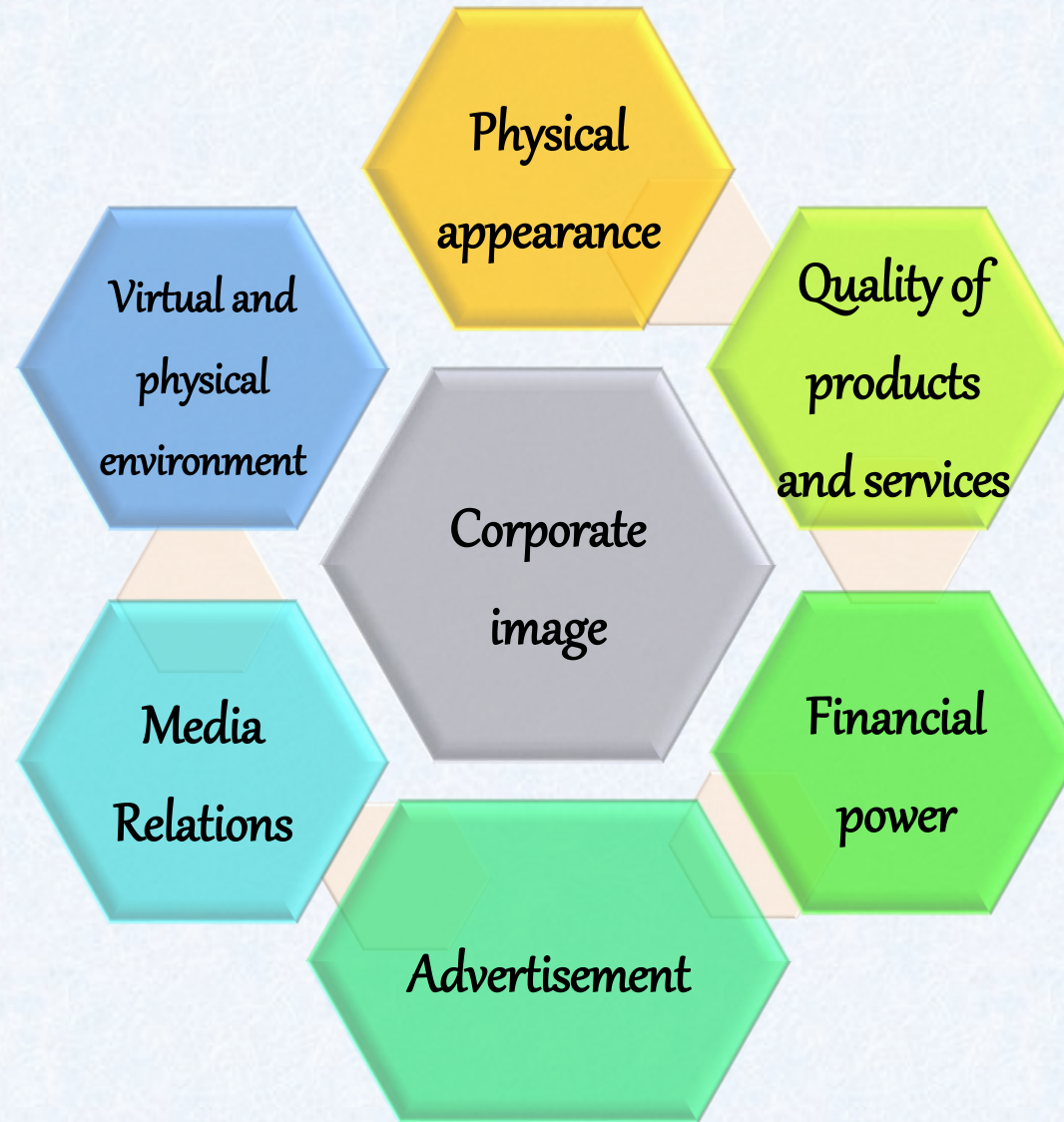
HOWEVER

- How others are perceiving us or they understand us gives rise to our image.

HENCE

- **Corporate image refers to the way a company is perceived based on a certain message at a certain point of time.**

Factors influencing corporate image



Corporate Reputation

- Corporate reputation is a soft concept .
- Reputation building is a long term project.
- It is a perceptual representation of a company's past action and further prospects that describe the firm's overall appeal to all of its constituents when compared to other leading rivals.
- It implies that the experience and the information that one has about the form decides the factors for its reputation.
- So we can conclude that reputation is perception of stakeholders and the resultant profile of the firm is called as its identity.

Advantages of good reputation.

