

For: ATHE Level 7 Diploma in Strategic Management
ATHE Level 7 Extended Diploma in Strategic Management

Unit 12 Corporate Communication Strategies Assignment

Assignment Scenario

You are working for an organisation called Future Enterprises Ltd which, over recent years, has grown its market both nationally and internationally. The Director now intends to promote the right person from within the company to head up its Corporate Communications Department. In today's business environment, this is a key role to sustain the business for future success.

You have applied for the post and as part of the selection process the senior management team are keen to hear your ideas on corporate communication strategies for a growing organisation. This is a great chance for you to demonstrate your knowledge of this important function, and you wish to showcase your understanding of best practice principles.

Note: Throughout this assignment learners can relate their answers to an organisation that they are familiar with. This may be where they are employed or the centre where they are studying.

Task 1

The first part of the selection process requires you to prepare a document for submission to the interview panel in which you:

- Explain the purpose of corporate communications
- Assess how corporate communications link to corporate objectives
- Analyse the relationship between corporate communications and corporate branding
- Analyse the reasons why business organisations conduct internal and external corporate communication audits

Extension activities

To achieve a **Distinction**, you must also include in your document a section which reviews the importance of corporate communications to the success of a named organisation.

Learning outcomes and assessment criteria

LO1 AC 1.1, 1.2, 1.3, 1D1
LO2 AC 2.1

Task 2

You have been invited to take part in the next stage of the selection process and have been invited to interview. You have been asked to prepare a presentation with notes for the selection panel that:

- Explains the strategic objectives of a corporate communications strategy
- Assesses the desired impact of a corporate communications strategy on different stakeholders
- Includes a plan for an internal corporate communications audit for a named organisation

Extension activities

To achieve a **Merit**, you must add further sections to the presentation and/or notes which:

- Recommend appropriate measures to monitor the effects of a planned corporate communication strategy
- Provide an internal corporate communications audit that you have conducted for a named organisation

To achieve a **Distinction**, you must add another section which evaluates the effectiveness of current levels of organisational corporate communications for a named organisation.

Learning outcomes and assessment criteria

LO2 AC 2.2, 2M1
LO3 AC 3.1, 3.2, 3M1, 3D1

Note: When citing sources of information that you have used, provide a reference using an appropriate format, e.g., Harvard.

Guidelines for assessors

The assignments submitted by learners must achieve the learning outcomes and meet the standards specified by the assessment criteria for the unit. To achieve a merit or distinction grade, the learners must demonstrate that they have achieved all the criteria set for these grades. Where work for the pass standard is marginal, assessors can take account of any extension work completed by the learners. The suggested evidence listed below is how learners can demonstrate that they have met the required standards. The command verbs contained within the AC are highlighted in bold in the suggested evidence boxes.

| Task number | LOs and AC | Suggested evidence PASS | Suggested additional evidence MERIT | Suggested additional evidence DISTINCTION |
|-------------|---|---|---|--|
| 1. | LO1 AC 1.1, 1.2, 1.3 1D1 LO2 AC 2.1 | AC1.1 The learner must produce a detailed document that explains the purpose of corporate communications from a range of perspectives. AC1.2 The document must also include an assessment leading to judgements on how corporate communications link to corporate objectives. AC1.3 The learner also needs to include a detailed analysis of the relationship and interface between corporate communications and corporate branding carefully exploring the different points. AC2.1 There needs to be an analysis of the reasons why business organisations conduct internal and external corporate communication audits looking at point in detail. | | 1D1 The learner's document must include a detailed review of the importance of corporate communications to the success of a named organisation. The learner may need guidance with the choice of organisation. |
| 2 | LO2 AC 2.2 2M1 | AC2.2 The learner must produce a plan for carrying out of an internal AND external corporate communications audit for a named organisation. The learner will need guidance | 2M1 The learner must conduct an internal corporate communications audit for a named | 3D1 The learner must evaluate the effectiveness of current levels of organisational corporate communications for a |

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| | <p>LO3 AC 3.1, 3.2 3M1, 3D1</p> | <p>on the organisation chosen, as the plans need to be specific, detailed, realistic and achievable. This can be challenging if learners select large organisations. The plan should be included in the presentation.</p> <p>AC3.1 The learner must produce a presentation (and supporting notes) that includes a detailed explanation of the strategic objectives of a corporate communications strategy.</p> <p>AC3.2 The report must also assess and report on the desired impact of a corporate communications strategy on different stakeholders. The assessment should consider the impact from different perspectives.</p> | <p>organisation and include summary of outcomes and clear recommendations in the presentation/notes.</p> <p>3M1 The learner must recommend appropriate measures to monitor the effects of a planned corporate communication strategy. The measures need to realistic and achievable.</p> | <p>named organisation and include this in their presentation/notes.</p> |
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