

BUSINESS (4562)
Reputation Management
 Professor Mary Weil
 Office Rm No. 2R04 - Tel. Number 519-661-4282
 (10 Sessions)

TARGET AUDIENCE

HBA2 students interested in furthering their ability to communicate effectively, build trust and enhance company reputation.

PURPOSE/OBJECTIVES

To provide students with a broader understanding of reputation risk and reputation management. Research shows that companies who invest in communications are more profitable.

OVERVIEW

CEOs around the world report that reputation and risk to reputation are two of their biggest worries. This course is designed to provide students with opportunities to apply strategic communication skills to analyze current business communication challenges. Recent economic turmoil has caused public trust in companies to decline. All employees – from the CEO to the front-line customer service representatives – need to think strategically and thoughtfully when interacting with the public and all stakeholders. With the advent of citizen journalism and social media, even a small error by a senior executive or front-line employee becomes broadcast and magnified.

The course focuses on three aspects of reputation management:

- on proactively building the public’s trust ahead of a possible communications’ scandal,
- on skillfully recovering if there is a scandal, and
- on continually fostering a company’s reputation once that solid reputation has been established.

MATERIALS/EQUIPMENT

Case package plus supplemental readings/articles, guest lectures/discussions with industry professionals.

WORKLOAD/EVALUATION

Component	Weight %
Class contribution	30%
Group presentation	30%
Written assignment	40%