

## CORPORATE IMAGE STRATEGIES

**UNIT CODE: BUS/CU/BM/CR/03/5/A**

### Relationship to Occupational Standards

This unit addresses the unit of competency: Carry out corporate image strategies

**Duration of Unit:** 120 Hours

### Unit Description

This unit specifies the competencies required to carry out corporate image strategies. It involves carrying out public relations and CSR, maintaining stakeholders' relationships, developing synergies for innovation, coordinating corporate image through virtual platform and preparing functional corporate image report.

### Summary of Learning Outcomes

1. Carry out Public Relations and Corporate Social Responsibility(CSR)
2. Maintain Stakeholders relationship
3. Develop synergies for innovation
4. Coordinate corporate image through virtual platform
5. Prepare functional corporate image report

### Learning Outcomes, Content and Suggested Assessment Methods

Learning Outcome	Content	Suggested Assessment Methods
1. Carry out Public Relations and Corporate Social Responsibility(CSR)	<ul style="list-style-type: none"><li>• Identifying Public Relations (PR) Activities</li><li>• Determining Public Relations expenditure</li><li>• Carrying out Public Relations Activities</li><li>• Identifying CSR Areas</li><li>• Incorporating CSR dimensions</li><li>• Determining CSR targeted benefits</li><li>• Determining Scope of CSR</li></ul>	<ul style="list-style-type: none"><li>• Written</li><li>• Oral</li><li>• Project</li></ul>
2. Maintain Stakeholders Relationship	<ul style="list-style-type: none"><li>• Identifying stakeholders</li><li>• Developing stakeholders register</li><li>• Maintaining stakeholders' communication</li><li>• Analysing Stakeholders feedback</li><li>• Carrying out response to stakeholders' feedback</li><li>• Maintaining stakeholders' register</li></ul>	<ul style="list-style-type: none"><li>• Practical</li><li>• Written</li><li>• Oral</li></ul>
3. Develop Synergies for Innovation	<ul style="list-style-type: none"><li>• Developing Partnerships</li><li>• Determining Partnership benefits</li></ul>	<ul style="list-style-type: none"><li>• Practical</li><li>• Written</li></ul>

Learning Outcome	Content	Suggested Assessment Methods
	<ul style="list-style-type: none"> <li>Forming beneficial partnership</li> <li>Forming Partnership for innovation</li> </ul>	<ul style="list-style-type: none"> <li>Oral</li> </ul>
4. Coordinate corporate image through virtual platform	<ul style="list-style-type: none"> <li>Identifying Virtual platforms</li> <li>Developing Virtual platforms organizations account</li> <li>Training Virtual platforms personnel</li> <li>Managing Virtual platforms</li> </ul>	<ul style="list-style-type: none"> <li>Practical</li> <li>Written</li> <li>Oral</li> </ul>
5. Prepare corporate image report	<ul style="list-style-type: none"> <li>Identifying Corporate image components of the functional unit</li> <li>Obtaining Feedback from stakeholders</li> <li>Evaluating Corporate image from analysed marketing information system</li> <li>Undertaking corrective action</li> <li>Preparing and sharing corporate image report</li> </ul>	<ul style="list-style-type: none"> <li>Project</li> <li>Written</li> <li>Oral</li> </ul>

### Suggested methods of Instruction

- Instructor led facilitation
- Demonstration by trainer
- Viewing of related videos
- Groupwork and presentations
- Fieldwork and benchmarking
- Guest Speakers

### Recommended Resources

- Internet connectivity
- Computer
- Printer
- Projector
- Camera
- Tablet
- Mobile phone
- Stationery
- Sample logo designs
- Print media