

What is CorpCommCollab?

CorpCommCollab (CCC) is a cutting-edge collection of corporate communications themes presented through a multimedia wiki. Corporate communications topics are analyzed and explored through podcasts, business cases, and documentation that provide students and professionals with an academic framework for learning and exchanging ideas about global communication issues that are important to the discipline.

CorpCommCollab is an initiative created by corporate communications students in the Master of Science program, *Professional and Technical Communications* (PTC), at the New Jersey Institute of Technology (NJIT).

Students in the *Corporate Communications* course at NJIT, taught by Norbert Elliot, PhD, Professor of English, embarked on this new project in Fall 2007. Professor Elliot states, "Through this multimedia approach, students are essentially learning through an immersion method. It makes learning more interesting and the use of podcasts and wikis reflects the current state of the corporate communications field today. Corporate communications deliverables are no longer heavily print-based."

The vision for this innovative project is to share and inform with up-to-date, influential, and innovative corporate communications themes through well-researched and constructive academic podcasts and case studies. The hope is that CorpCommCollab will become a central resource and active community for communications students and professionals from a variety of academic institutions and professions. *(Read more about how you can learn from and contribute to this initiative in the **How to Get Started** section of this newsletter.)*

What's New in CorpCommCollab?

When the CorpCommCollab project began in 2008, the focus was on creating interesting podcasts about corporate communications themes. Each student created a podcast about a corporate communications topic using Camtasia Relay software. Additionally, students put together well-researched corporate communications documents such as cost-benefit analysis, mission statement, ethical responsibility statement, and many more.

(continued on page 2)

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Inside this issue

| | |
|--|----------|
| What is CorpCommCollab? | 1 |
| What's New in CorpCommCollab? | 1 |
| Why Podcasting?..... | 3 |
| Business Case Analyses | 4 |
| Communications Documentation..... | 4 |
| Mission Statement | 5 |
| How to Get Started | 5 |
| Sources | 5 |
| About CCC Communicator..... | 6 |
| Contact Us | 6 |

New Podcasts

- ◆ Corporate Advertising
- ◆ Corporate Outsourcing
- ◆ Global Capitalism
- ◆ Identity, Image & Reputation
- ◆ Internal Communication
- ◆ Investor Relations
- ◆ Impact of Technology on the Field of Corporate Communications



What's New in CorpCommCollab?

(continued from page 1)

These documents not only served as a means of learning, but provide excellent corporate communications examples.

This semester, not only did students create additional podcasts to add to the collection, but they also updated the documentation and created well-researched business case analyses. *(See **Business Case Analyses** section of this newsletter for more information.)*

Perhaps the most profound change in the new CorpCommCollab site is the new web platform, the wiki. The CorpCommCollab Wiki, which is produced in Drupal, an open

source content management platform. Drupal, which was initially created by Dries Buytaert, provides a clean and easy-to-read format. Essentially, the wiki platform is its own example of a web platform used in the communications field today. Podcasts, business cases, and sample documents are easy to access and the wiki format lends itself to additional contributions with corporate communications partners.

*(See the **How to get started** section of this newsletter for more information on how to get involved.)*

https://learningspaces.njit.edu/elliott/corporate_communication

CorpCommCollab Wiki

Why Podcasting?

A **podcast** (an abbreviation for **iPod broadcast**) is an audio and/or video file in MP3 or other format that is intended to be played back on a computer or mobile device.

Podcasts are appealing because they can be recorded with a microphone and a computer, enabling just about anyone to record one.

Although scripting is an important preparation for more formal or longer podcasts, sometimes podcasts can be done more informally to provide a quick update or nugget of information to many people quickly.

As Mat Zucker states in *Advertising Age*, “podcasting has turned out to be especially effective for timely internal communications, customer service, business to business, and some consumer areas.”

Podcasting is appealing to students because it lends itself to their development of research and communication skills. As Armstrong, Tucker, and Massad state in their article, *Achieving Learning Goals with Student-Created Podcasts*, “By producing podcasts, students have the opportunity to research, analyze information, communicate effectively, and incorporate the opinions of experts in a cutting-

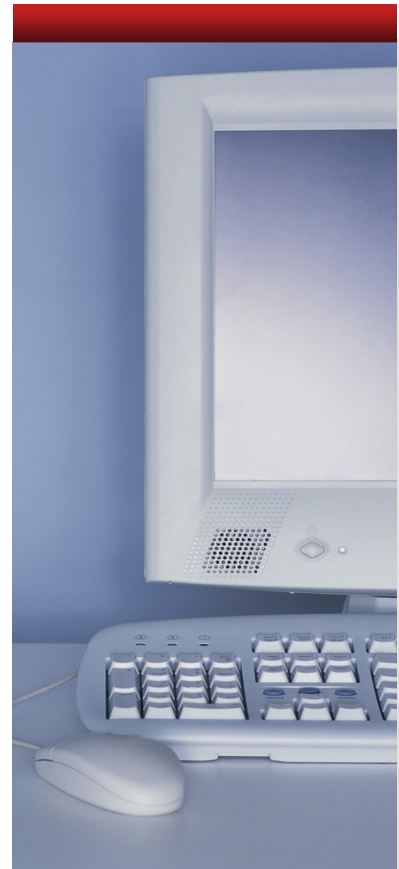
edge way.” Writing for podcast media can require a different skillset than writing other communications because it must be written in a way that can be spoken and listened to, rather than read.



Listen to podcasts from a computer or mobile device

Many people think that an iPod or other MP3 player is required to take advantage of podcasts, but this is not the case. MP3 files can be listened to from a computer with speakers or a headset.

Check out the corporate communications podcasts on the CorpCommCollab Wiki site. (See list on page 2 for the most recent podcast additions.)



About NJIT

- ◆ **NJIT offers 92 undergraduate and graduate degree programs in six specialized schools**
- ◆ **Ninety-eight percent of our expert faculty hold the highest degree in their field**
- ◆ **We rank #1 in New Jersey in awarding engineering degrees to African-American and Hispanic students**



Business Case Studies

- ◆ Corporate Outsourcing
- ◆ Crisis Communication
- ◆ Identity, Image, and Reputation
- ◆ Internal Communication within the Corporation
- ◆ Investor Relations
- ◆ Impact of Technology on the Field of Corporate Communications

Business Case Analyses

Corporate communications students at NJIT selected interesting business scenarios to analyze, and wrote business cases in support of a position surrounding business procedures, actions, and decisions. Not only do these business cases provide complex analyses of a business problem or situation, but they are also reflective of the structure of a business case as a typical corporate communications template. Business case analyses requires thoughtful examination and ex-

tensive research to be able to evaluate a business scenario and make a supporting argument about decisions and actions.

See **Business Case Studies** listing on the this page for more information about the topics included in the CorpCommCollab Wiki.

The number one benefit of information technology is that it empowers people to do what they want to do. It lets people be creative. It lets people be productive. It lets people learn things they didn't think they could learn before, and so in a sense it is all about potential.

~ Steve Ballmer, CEO of Microsoft

Communications Documentation

The field of corporate communications often includes standard documentation used in a corporate setting. Building on the compilation of documents created by the Fall 2008 communications students, updates were made to reflect the changing environment of global interests and the new direction of the CorpCommCollab Wiki site.

These documents, which are posted on this site, include:

- ◆ Cost-Benefit Analysis
- ◆ Risk Analysis
- ◆ Outcomes Analysis
- ◆ Mission Statement
- ◆ Advertising Strategy
- ◆ Online Marketing Strategy
- ◆ Print Media Strategy
- ◆ Sales Strategy

Mission Statement

Our mission is to provide students and technical communication professionals with an online basic academic framework for corporate communication. In our CorpCommCollab Wiki website we will include podcasts on various cutting edge corporate communication themes and provide case studies analyzed in our seminar. Through a case study approach, we will explore and analyze corporate communication related aspects, such as image and identity, corporate vision, corporate advertising, media relations, investor relations, crisis communication and the like (themes can vary according to the actual podcasts we produce). Our collaborative project will be dedicated to addressing the global communication challenges facing corporations in the twenty-first century and to bringing forward our own academic interests and insights into the themes.

How to Get Started

Anyone with an internet connection can access the CorpCommCollab Wiki! To access the CorpCommCollab Wiki, go to:

https://learningspaces.njit.edu/elliott/corporate_communication

Browse through podcasts, case studies and other documentation right from the center of the screen.

We welcome contributions from other students and faculty of NJIT and other academic institutions. Corporate communications professionals are invited to share their experiences and expertise. Click **Contribute to the CorpCommCollab Wiki** link in the **Advertising** section of CorpCommCollab to start contributing, or contact Professor Norbert Elliot for more information.

If you have any technical issues or questions about this site, please contact Professor Norbert Elliot. (*See contact information at the end of this newsletter.*)

Sources

Armstrong, Gary R., and Joanne M. Tucker. "Achieving Learning Goals with Student-Created Podcasts." Decision Sciences Journal of Innovative Education 7.1: 149-154.

Buytaert, Dries. *Drupal*. Web. 18 Apr. 2009.

Zucker, Mat. "It's so Easy to Produce a Podcast, There's Really No Excuse Not to." Advertising Age 79.18: 18.

Next Steps

- ◆ **Check out the CorpCommCollab Wiki**
- ◆ **Review interesting business analyses**
- ◆ **Listen to podcasts on corporate communications**
- ◆ **Learn about standard corporate communications documentation**



New Jersey Institute of Technology (NJIT)

NJIT is New Jersey's science and technology university. We're proud of our 125 years of history, but that's just the beginning. We've doubled the size of campus in the last decade, pouring millions into major new research facilities to give our students the edge they need in today's demanding high-tech marketplace.

About CCC Communicator

CCC Communicator is a semi-annual newsletter published by New Jersey Institute of Technology. This newsletter is presented as a source of information for all NJIT faculty and students who are interested in the latest in corporate communications. We welcome contributions from other academic institutions and professionals. Every effort has been made to ensure that the material in this newsletter is correct at the time of publication.

Contact Us

To contribute content or expertise to CorpCommCollab Wiki, open the **Advertising** section of the Wiki and click the **Contribute to the CorpCommCollab Wiki** link.

For questions or to subscribe to this free newsletter or the CorpCommCollab brochure, contact:

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