

School of Communication, Languages and Performing Arts

Department of Communication

January 2018 Semester

COM 654: Advanced Corporate Communication

Final Project

**Instructions:**

See detailed instructions overleaf

**Instructions:** The projects are supposed to be done in groups of 4 as assigned in class. The project constitutes 25% of your final grade.

**Project: Development of Local Corporate Communication Case Studies**

**Step 1**: In line with the subject assigned to you in class, first identify the appropriate corporate organization to study for this assignment and justify your position for studying that organization.

**Step 2**: Develop an 8 to 10 pages’ proposal outlining:

* Background to the case study.
* Problem statement.
* Objectives of the case study.
* Rationale for the case study.
* 2 theories and why those theories have been chosen.
* General literature review.
* Methodology you will use.
* Population sample.
* Data Collection techniques.
* Data analysis method.

**Step 3**: Data collection:

You are expected to visit the organization identified and collect data in the area assigned to you using the methodology identified above.

**Step 4:** Analysis of the Data

* Analyze the data collected from the field.
* Discuss your results.
* Give recommendations.
* Conclusion of the case study.

**Step 5**: Presentation of your findings to class (note that there will be external ‘examiners’ )

* Presentation
* Feedback session

**Step 6:** In light of the feedback received, improve on the study.

**Step 7:** Hand in the final project; both the PowerPoint presentation and the word document.