



Degree ☒ Bachelor's ☐ Master's ☐ Doctoral

Lesson Plan for SSRU Next Blended Learning
College of Hospitality Industry Management
Suan Sunandha Rajabhat University
Degree Program - Bachelor Degree
Program – Airline Business
Semester 2 Academic Year 2022

Lecturer Mr. Theppaluk Komolvaniij

Course Code IAC3212

Course Title Corporate Communication Management

Learning Management System (LMS) Moodle



Link of Personal Website (Moodle) [https://elchm.ssrุ.ac.th/theppaluk_ko/](https://elchm.ssrु.ac.th/theppaluk_ko/)


Lesson Plan (Plan A: Onsite, Plan B: Online 50 / Onsite 50 / with On demand)

*(Subject to change to Online 100 with On demand depends on the situation)


Week	Content	Teaching Management	Program/Teaching Strategies	Materials/Media	Assessment
1	Introduction to Corporate Communication Management - Rules and Regulations in class - Ice Breaking - Individual and Group Assignment - <i>Morality live and learn</i> (Cause/Result/Change/Volunteer/Economic sufficiency)	Onsite / Online (Subject to change)	Google Meet	Powerpoint Lecture Notes	Sign-in to the class Sign-out off the class
2	Unit 1: Introduction to Corporate Communication Management - Definition - Type of Communications - Communications Theory - “Communications” Moving the Corporate Forward - Getting to know the “Organization or Corporate” - Individual assignment – ‘Assignment 1: Research and	Onsite / Online (Subject to change) (with On demand 1)	Google Meet	Powerpoint Lecture Notes Youtube Video What is branding? – NorwichBschool - https://www.youtube.com/watch?v=JKIAOZZritk - On demand 1) <div data-bbox="1129 1201 1291 1427" data-label="Image"> </div>	Sign-in to the class Sign-out off the class

Week	Content	Teaching Management	Program/Teaching Strategies	Materials/Media	Assessment
	<p>summarize about your favorite airlines Corporate Communication Methodology that they used as a Video Clip 1 minute due before Mid-term</p> <p>- Group assignment – ‘Our company, our CSR for SDGs’ clip 3 minutes planning’ due after midterm 2 weeks</p>				
3	<p>Unit 2 : Corporate Reputation through Brand/Image</p> <ul style="list-style-type: none"> - Definition - Image and reputation - Brand Influences 	Onsite / Online (Subject to change)	Google Meet	<p>Powerpoint</p> <p>Lecture Notes</p>	<p>Sign-in to the class</p> <p>Sign-out off the class</p>
4	<p>Unit 3 : Corporate Identity</p> <ul style="list-style-type: none"> - Creating Identity - Identity Concept - Developing Corporate Identity - Corporate Image 	Onsite / Online (Subject to change) (with On demand 2)	Google Meet	<p>Powerpoint</p> <p>Lecture Notes</p> <p>Youtube Video (How to define your corporate identity – strategyandbusiness - https://www.youtube.com/watch?v=Uo069lyZn_Y - On demand 2)</p>	<p>Sign-in to the class</p> <p>Sign-out off the class</p>

Week	Content	Teaching Management	Program/Teaching Strategies	Materials/Media	Assessment
					
5	Unit 4 : Corporate Social Responsibility <ul style="list-style-type: none"> - Customer Relation Management - SDGs 	Onsite / Online (Subject to change) (with On demand 3)	Google Meet	Powerpoint Lecture Notes Youtube Video (What is CSR? – Servier International - https://www.youtube.com/watch?v=1bpf_sHebLI - On demand 3) 	Sign-in to the class Sign-out off the class
6	Unit 5 : Integrated Communications <ul style="list-style-type: none"> - Definition 	Onsite / Online	Google Meet	Powerpoint	Sign-in to the class

Week	Content	Teaching Management	Program/Teaching Strategies	Materials/Media	Assessment
	<ul style="list-style-type: none"> - Integrated Communications tools for Brand Building and Corporate Reputation 	(Subject to change) (with On demand 4)		<p>Lecture Notes</p> <p>Youtube Video (What is Integrated Communications – Tribus - https://www.youtube.com/watch?v=k6WF0Q1Mnvk - On demand 4)</p> <div data-bbox="1129 623 1293 854"> <p>SCAN ME</p>  </div>	Sign-out off the class
7	<p>Unit 6 : Internal Communications</p> <ul style="list-style-type: none"> - Definition - Role & Responsibility - Communication in Organization - Employee Communications/Employee Relations Function 	Onsite / Online (Subject to change) (with On demand 5)	Google Meet	<p>Powerpoint</p> <p>Lecture Notes</p>	<p>Sign-in to the class</p> <p>Sign-out off the class</p>

Week	Content	Teaching Management	Program/Teaching Strategies	Materials/Media	Assessment
8	Mid-term Examination	Onsite / Online (Subject to change)	Google Meet	All questions checking on knowledge and preparation, the exam is multiple choices and online testing due to the situation	Sign-in to the class Sign-out off the class Midterm Examination Paper
10	Unit 7 : External Communications: <ul style="list-style-type: none"> - Communicating with Mass Media - Mass Media Relations Function - Public Relations - Building relation with media - Online media strategy - Government Relations Function - Stakeholder / Investor Relations Function <i>(Blended the Research 'Low-cost Airline communication strategies')</i>	Onsite / Online (Subject to change)	Google Meet	Powerpoint Lecture Notes Discussion	Sign-in to the class Sign-out off the class

Week	Content	Teaching Management	Program/Teaching Strategies	Materials/Media	Assessment
11	Unit 8 : Crisis Communications - Case study	Onsite *Subject to change to Online	Direct Teaching Moodle *Google Meet	Powerpoint Lecture Notes Youtube Video (What is Crisis Communication? – Marshall Goldsmith - https://www.youtube.com/watch?v=-SUcOwO-OyU - On demand 5) 	Sign-in to the class Sign-out off the class
12	Unit 9 : Crisis Communications Presentation on case study: Airlines Crisis Communications	Onsite *Subject to change to Online	Direct Teaching Moodle *Google Meet	Powerpoint Lecture Notes	Sign-in to the class Sign-out off the class
13	Unit 10 : Evaluating Corporate Communication Success	Onsite *Subject to change to Online	Direct Teaching Moodle	Powerpoint Lecture Notes	Sign-in to the class Sign-out off the class

Week	Content	Teaching Management	Program/Teaching Strategies	Materials/Media	Assessment
			*Google Meet		
14	Blended Learning 'Our company, our CSR for SDGs' clip 3 minutes	Onsite *Subject to change to Online	Direct Teaching Moodle *Google Meet	Youtube Video Discussion	Sign-in to the class Sign-out off the class
15	Group presentation VDO clip 'Our company, our CSR for SDGs' clip 3 minutes Summarize & Quiz	Onsite *Subject to change to Online	Direct Teaching Moodle *Google Meet	Presentation Discussion for more sample of CSR related to SDGs, and self-study preparing for Final Examination	Sign-in to the class Sign-out off the class Quiz
16	Make-up class	Onsite *Subject to change to Online	Direct Teaching Moodle *Google Meet	Discussion	Sign-in to the class Sign-out off the class
17	Final Examination	Onsite / Online (Subject to change)		All questions related to Corporate Communication Management and applied questions related to situation, problem solving, and plan for the next case that might happen	Sign-in to the class Sign-out off the class Final Examination Paper

**All class schedules are subject to change due to situations.*

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Section 1 General Information

1. Code and Course Title:

Course Code: IAC3212

Course Title (English): Corporate Communication Management
(Thai): การจัดการการสื่อสารองค์กร

2. Credits: 3 (3-0-6)

3. Curriculum and Course Category:

3.1 Curriculum: Offer in College of Hospitality Industry Management, Bachelor of Arts in Airline Business

3.2 Course Category:

☐ General Education

☐ Elective Course

☒ Required Course

☐ Others

4. Lecturer Responsible for Course and Instructional Course Lecturer(s):

4.1 Lecturer responsible for Course: Mr. Theppaluk Komolvanij

4.2 Instructional Course Lecturers: Mr. Theppaluk Komolvanij

5. Contact/Get in touch

Room number 304

5.1 Mr. Theppaluk Komolvanij

Tel: 081-8053085

E-mail: theppaluk.ko@ssru.ac.th

Website: https://elchm.ssru.ac.th/theppaluk_ko/

6. Semester/ Year of Study

6.1 Semester: 2 Year of Study 2022

6.2 Number of the students enrolled: 1 class(es) (approx. 48 students/class)

7. Pre-requisite Course (If any)

None

8. Co-requisite Course (If any)

None

9. Learning Location

College of Hospitality Industry Management, Suan Sunandha Rajabhat University,
Nakhonpathom Campus.

10. Last Date for Preparing and Revising this Course:

December, 2022

Section 2 Aims and Objectives

1. Course Aims

At the end of this course, the student will reach to five domains in the following areas of performance:

1.1 Morals and Ethics

- (1) Be able to deliver or to complete a required task at the appointed time.
- (2) Be able to do the right thing according to the values, beliefs and principles they claim to hold,
- (3) Be able to make decisions in airline business according to moral concepts and judgments.

1.2 Knowledge

- (1) Be able to identify the air transport business services and activities and describe important case studies
- (2) Be able to provide an analysis and provide the solution to real world problems
- (3) Be able to use airline business knowledge integrated with other disciplines

1.3 Cognitive Skills

- (1) The ability to gather and summarize information, and conduct research
- (2) Self-study and sharing information to the class
- (3) The ability to solve problems from case studies

1.4 Interpersonal Skills and Responsibility

- (1) Be able to communicate in English.
- (2) Be able to use English to solve Airline business problem.
- (3) Initiate some new type of air transport business ideas and have leadership.

1.5 Numerical Analysis, Communication and Information Technology Skills

- (1) Be able to use basic ICT skills and apply them to daily.
- (2) Be able to use statistics and mathematics to solve air transport business problems.
- (3) Be able to use IT to search for new knowledge and apply numerical analysis in communication with emphasis on practical and real life experiences.

.2Objectives for Developing / Revising Course (content / learning process / assessment / etc.)

The frequency and level of student engagement will be assessed for the curriculum including multimedia, homework assignments, exams, and textual content. Learning exercises and activities that result in higher student engagement will be adapted to future lessons.

Section 3 Characteristics and Operation

1. Course Outline / Course Structure

English: Corporate communication management on aviation productivity, media relations, corporate events, corporate media relations, corporate affairs, corporate ethic, barter agreement. Organization's mission, vision and value to stakeholders. Integrative communication structure linking stakeholders to organization. Strategically corporate communication and types of communication.

Thai: การจัดการสื่อสารองค์กรการบิน ความสัมพันธ์กับสื่อ และการจัดงานอีเวนต์ต่างๆ และการทำข้อตกลงแลกเปลี่ยนสินค้าและบริการ การสื่อสารวิสัยทัศน์และพันธกิจขององค์กรต่อผู้มีส่วนเกี่ยวข้อง ภาพรวมของการสื่อสารองค์กรต่อผู้เกี่ยวข้อง รวมทั้งกลยุทธ์ที่ใช้ในการสื่อสารและรูปแบบของสื่อที่ใช้

2. Time Length per Semester (Lecture – hours / Practice – hours / Self Study – hours)

Lecture (hours)	Remedial Class (hours)	Practice/ Field Work/ Internship (hours)	Self Study (hours)
45	3+ (if any)	0	90

3. Time Length per Week for Individual Academic Consulting and Guidance

- Self-consulting at the lecturer's office: Office Hours at Room Number 304
College of Hospitality Industry Management, Nakhonpathom Campus
- Consulting via E-Mail: Mr.Theppaluk Komolvaniij: theppaluk.ko@ssru.ac.th

Section 4 Developing Student's Learning Outcomes

1. Morals and Ethics

1.1 Morals and Ethics to be developed

- (1) Be able to deliver or to complete a required task at the appointed time.
- (2) Be able to do the right thing according to the values, beliefs and principles they claim to hold,
- (3) Be able to make decisions in airline business according to moral concepts and judgments.

1.2 Teaching Strategies

- (1) Lecture (On-line, Off-line)
- (2) Participation in class
- (3) Group discussion
- (4) Problem-based learning

1.3 Assessment Strategies

- (1) Written examinations
- (2) Group assignment

2. Knowledge

2.1 Knowledge to be developed

- * (1) Be able to identify the air transport business services and activities and describe important case studies
- (2) Be able to provide an analysis and provide the solution to real world problems
- (3) Be able to use airline business knowledge integrated with other disciplines

2.2 Teaching Strategies

- (1) Lecture
- (2) Participation in class
- (3) Group discussion
- (4) Problem-based learning

2.3 Assessment Strategies

- (1) Written examinations
- (2) Group assignment

3. Cognitive Skills

3.1 Cognitive Skills to be developed

- * (1) The ability to gather and summarize information, and conduct research
- * (2) Self-study and sharing information to the class
- (3) The ability to solve problems from case studies

3.2 Teaching Strategies

- (1) Lecture
- (2) Participation in class
- (3) Group discussion
- (4) Problem-based learning

3.3 Assessment Strategies

- (1) Written examinations
- (2) Group assignment

4. Interpersonal Skills and Responsibilities

4.1 Interpersonal Skills and Responsibilities to be developed

- (1) Be able to communicate in English.
- * (2) Be able to use English to solve Airline business problem.
- (3) Initiate some new type of air transport business ideas and have leadership.

4.2 Teaching Strategies

- (1) Lecture
- (2) Participation in class
- (3) Group discussion
- (4) Problem-based learning

4.3 Assessment Strategies

- (1) Written examinations
- (2) Group assignment

5. Numerical Analysis, Communication and Information Technology Skills

5.1 Numerical Analysis, Communication and Information Technology to be developed

- * (1) Be able to use basic ICT skills and apply them to daily.
- (2) Be able to use statistics and mathematics to solve air transport business problems.

(3) Be able to use IT to search for new knowledge and apply numerical analysis in communication with emphasis on practical and real life experiences.

5.2 Teaching Strategies

- (1) Lecture
- (2) Participation in class
- (3) Group discussion
- (4) Problem-based learning


5.3 Assessment Strategies



- (1) Written examinations
- (2) Group assignment


Section 5 Lesson Plan and Assessment

1. Lesson Plan and Assessment


Week	Content	Teaching Management	Program/Teaching Strategies	Materials/Media	Assessment
1	Introduction to Corporate Communication Management - Rules and Regulations in class - Ice Breaking - Individual and Group Assignment - <i>Morality live and learn</i> <i>(Cause/Result/Change/Volunteer/Economic sufficiency)</i>	Onsite / Online (Subject to change)	Google Meet	Powerpoint Lecture Notes	Sign-in to the class Sign-out off the class
2	Unit 1: Introduction to Corporate Communication Management - Definition - Type of Communications - Communications Theory - “Communications” Moving the Corporate Forward - Getting to know the “Organization or Corporate”	Onsite / Online (Subject to change) (with On demand 1)	Google Meet	Powerpoint Lecture Notes Youtube Video What is branding? – NorwichBschool - https://www.youtube.com/watch?v=JKIAOZZritk - On demand 1)	Sign-in to the class Sign-out off the class

Week	Content	Teaching Management	Program/Teaching Strategies	Materials/Media	Assessment
	<ul style="list-style-type: none"> - Individual assignment – ‘Assignment 1: Research and summarize about your favorite airlines Corporate Communication Methodology that they used as a Video Clip 1 minute due before Mid-term - Group assignment – ‘Our company, our CSR for SDGs’ clip 3 minutes planning’ due after midterm 2 weeks 				
3	Unit 2 : Corporate Reputation through Brand/Image <ul style="list-style-type: none"> - Definition - Image and reputation - Brand Influences 	Onsite / Online (Subject to change)	Google Meet	Powerpoint Lecture Notes	Sign-in to the class Sign-out off the class
4	Unit 3 : Corporate Identity <ul style="list-style-type: none"> - Creating Identity - Identity Concept - Developing Corporate Identity - Corporate Image 	Onsite / Online (Subject to change) (with On demand 2)	Google Meet	Powerpoint Lecture Notes Youtube Video (How to define your corporate identity – strategyandbusiness -	Sign-in to the class Sign-out off the class

Week	Content	Teaching Management	Program/Teaching Strategies	Materials/Media	Assessment
				https://www.youtube.com/watch?v=Uo069lyZn_Y - On demand 2) 	
5	Unit 4 : Corporate Social Responsibility <ul style="list-style-type: none"> - Customer Relation Management - SDGs 	Onsite / Online (Subject to change) (with On demand 3)	Google Meet	Powerpoint Lecture Notes Youtube Video (What is CSR? – Servier International - https://www.youtube.com/watch?v=1bpf_sHebLI - On demand 3) 	Sign-in to the class Sign-out off the class

Week	Content	Teaching Management	Program/Teaching Strategies	Materials/Media	Assessment
6	Unit 5 : Integrated Communications <ul style="list-style-type: none"> - Definition - Integrated Communications tools for Brand Building and Corporate Reputation 	Onsite / Online (Subject to change) (with On demand 4)	Google Meet	Powerpoint Lecture Notes Youtube Video (What is Integrated Communications – Tribus - https://www.youtube.com/watch?v=k6WF0Q1Mnvk - On demand 4) 	Sign-in to the class Sign-out off the class
7	Unit 6 : Internal Communications <ul style="list-style-type: none"> - Definition - Role & Responsibility - Communication in Organization - Employee Communications/Employee Relations Function 	Onsite / Online (Subject to change) (with On demand 5)	Google Meet	Powerpoint Lecture Notes	Sign-in to the class Sign-out off the class

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8	Mid-term Examination	Onsite / Online (Subject to change)	Google Meet	All questions checking on knowledge and preparation, the exam is multiple choices and online testing due to the situation	Sign-in to the class Sign-out off the class Midterm Examination Paper
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12	Unit 9 : Crisis Communications Presentation on case study: Airlines Crisis Communications	Onsite *Subject to change to Online	Direct Teaching Moodle *Google Meet	Powerpoint Lecture Notes	Sign-in to the class Sign-out off the class
13	Unit 10 : Evaluating Corporate Communication Success	Onsite *Subject to change to Online	Direct Teaching Moodle	Powerpoint Lecture Notes	Sign-in to the class Sign-out off the class

Week	Content	Teaching Management	Program/Teaching Strategies	Materials/Media	Assessment
			*Google Meet		
14	Blended Learning 'Our company, our CSR for SDGs' clip 3 minutes	Onsite *Subject to change to Online	Direct Teaching Moodle *Google Meet	Youtube Video Discussion	Sign-in to the class Sign-out off the class
15	Group presentation VDO clip 'Our company, our CSR for SDGs' clip 3 minutes Summarize & Quiz	Onsite *Subject to change to Online	Direct Teaching Moodle *Google Meet	Presentation Discussion for more sample of CSR related to SDGs, and self-study preparing for Final Examination	Sign-in to the class Sign-out off the class Quiz
16	Make-up class	Onsite *Subject to change to Online	Direct Teaching Moodle *Google Meet	Discussion	Sign-in to the class Sign-out off the class
17	Final Examination	Onsite / Online (Subject to change)		All questions related to Corporate Communication Management and applied questions related to situation, problem solving, and plan for the next case that might happen	Sign-in to the class Sign-out off the class Final Examination Paper

**All class schedules are subject to change due to situations.*

2. Learning Assessment Plan

	Learning Outcome	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
1	Morals and Ethics - Academic honesty - Personal discipline, integrity, and responsibility	Attendance Written examinations, group assignment	Throughout the semester	10%
2	Knowledge - Basic understanding of psychology main theories and knowledge relevant to service industry	Written examinations, group assignment	Throughout the semester	55%
3	Cognitive Skills -Development of analytical and critical thinking skills	Written examinations, group assignment	Throughout the semester	20%
4	Interpersonal Skills and responsibility - Ability to work individually and as a part of team	Written examinations, group assignment	Throughout the semester	5%
5	Numerical Analysis, Communication and Information Technology Skills - Development of communication and information technology skills - Ability to communicate in English	Written examinations, group assignment	Throughout the semester	10%

3. Assessment Evaluation

Assessment Plan	Attendance / Punctuality (10%)	Individual Assignment (10%)	Group Assignment (15%)	Group Assignment Participation (5%)	Quiz (10%)	Midterm Examination (20%)	Final Examination (30%)	Total Five Domains
.1 Morals and Ethics (10%)								
-Be able to deliver or to complete a required task at appointed time	2	1		1	1			5
-Be able to do the right thing according to the values, beliefs, and principles they claim to hold	2				1			3
-Be able to make decisions in business according to moral concepts and judgments			1	1				2
.2 Knowledge (55%)								
-Be able to identify the proper theories and describe important case studies (Individual presentation and Examination)		4	1		2	8	20	35
-Be able to provide an analysis and provide the solution to real world problems (Quiz/Individual presentation and Group presentation)			2	1	3	5		11
-Be able to organize self-study and sharing information to the class (Presentation)	2	2	5					9
.3 Cognitive skills (20%)								
-The ability to gather and summarize information, and conduct research (In-class practice)	2	1						3
-Self-study and sharing information to the class		1						1
-The ability to solve problems from case studies (Examination and Report – if any)			1			6	9	16

Assessment Plan	Attendance / Punctuality (10%)	Individual Assignment (10%)	Group Assignment (15%)	Group Assignment Participation (5%)	Quiz (10%)	Midterm Examination (20%)	Final Examination (20%)	Total Five Domains
.4 Interpersonal skills and Responsibilities (5%)								
-Be able to use interpersonal English communication skills	1		1					2
-Be able to collaborate well in teams for problem solving			1	1				2
-Be able to show leadership skills			1					1
.5 Numerical Analysis, Communication and Information Technology Skills (10%)								
-Be able to use IT to search for new knowledge and apply numerical analysis in communication with emphasis on practical and real life experiences		1	1			1	2	3
-Be able to use ICT skills and apply them	1				2			4
-Be able to use ICT in the work place and apply numerical analysis in communication			1					3
Total	10	10	15	5	10	20	30	100

***Remarks:**

1. The students must attend the class at least 80%.
2. The assignments due date must be submitted on time unless in agreement between the lecturers and the students.
3. The students will decide for the team scoring individually for their friends in Group assignment participation – 5%.
4. The individual and group assignment evaluation will be based on Content, English skill, and Personality.

Section 6 Learning and Teaching Resources

1. Textbook and Main Documents

Em Griffin, Andrew Ledbetter, and Glenn Sparks. (2019). *A First Look at Communication Theory (Tenth Edition)*. McGrawHill Education.

Paul A. Argenti (2009) *Corporate Communication*. Singapore: McGraw-Hill.

2. Important Documents for Extra Study: Updated Airline News and related articles.

3. Suggestion Information (Printing Materials/Website/CD/Others)

Keywords for searching:

Airline, English, Career, Skills, Management

Section 7 Course Evaluation and Revising

1. Strategies for Course Evaluation by Students

Using survey questions to collect information from the students' opinions to improve the course and enhance the curriculum. Examples of questions:

- (1) Content objectives were made clear to the students.
- (2) The content was organized around the objectives.
- (3) Content was sufficiently integrated.
- (4) Content was sufficiently integrated with the rest of the first year curriculum.
- (5) The instructional materials used were effectively.
- (6) The learning methods appropriate assessed the students' understanding of the content.
- (7) Overall, Students are satisfied with the quality of this course.

2. Strategies for Course Evaluation by Lecturer

2.1 Lecturers team observes the class and discusses the results as follow:

- (1) The lecturer is well prepared for class sessions.
- (2) The lecturer answers questions carefully and completely.
- (3) The lecturer uses examples to make the materials easy to understand.
- (4) The lecturer stimulated interest in the course.
- (5) The lecturer made the course material interesting.
- (6) The lecturer is knowledgeable about the topics presented in this course.
- (7) The lecturer treats students respectfully.
- (8) The lecturer is fair in dealing with students.
- (9) The lecturer makes students feel comfortable about asking question.
- (10) Course assignment is interesting and stimulating.
- (11) The lecturer's use of technology enhanced learning in the class room.

2.2 The Director / Head of program construct assessment items to evaluate four dimensions of lecturer's competencies: teaching skills, organization and presentation of materials, management of the learning environment, and teaching attitudes.

3. Teaching Revision

Lecturer revises teaching/learning process based on the results from the students' survey questions, the lecturer team's observation, and classroom research, Student evaluation and suggestions for improvement to the course

4. Feedback for Achievement Standards

College Administrator Committee monitor to assessment process and Grading.

5. Methodology and Planning for Course Review and Improvement

- (1) Revise and develop course structure and process every two years.
- (2) Assign different lecturers to teach this course to enhance students' Performance.