Information on Organisational Communication
Specialisation
for the students of Communication and Media BA degree

Specialisation: Organisational Communication

1. Subjects of the specialisation
   - Organizational communication (Lajos Kovács)
   - Organizational theory and behaviour (Enikő Tegyi)
   - Crisis communication (István Síklaki)
   - Professional portfolio (Alexandra Béni)
   - PR and marketing communication (Márton Rétvári)
   - Business negotiation (Bruce Hoggard)
   - Human resource management (Bruce Hoggard)
   - Thesis seminar (your thesis supervisor)

2. Main advantages of the specialisation
   - in-depth coverage of internal and external communication processes in businesses as well as state organisations
   - focus on practical communication skills required at the workplace
   - case study approach, real examples of (mis)communication, international scope
   - directly relatable to future employment

3. Interest areas and career prospects
   - leadership skills, presentations, meetings and memos, employment interviews, customer service, conflict management, cross-cultural skills, utilising traditional and electronic media, communicating corporate values, advertising, crisis management, networking, ethical dimensions of workplace communication
   - corporate communicator, communication specialist, communication trainer, mediator, human resources specialist, recruiter, employee relations representative, PR professional, marketing expert, copywriter, community relations director, events planner, speechwriter, counsellor, negotiator, account manager, sales representative, public administrator, systems administrator

4. Further information

Current senior student available for giving “insider” details about the specialisation:

   Name: Ms Akmaral Nurseit
Contact: akmaral.nurseit@stud.uni-corvinus.hu
Time: available continuously

5. Deadline of the registration for the specialisation

Between the 8th and 14th of April, 2020, via Neptun learning management system