

CorpCommPodcast: Your New Resource For Organizational Communication

- ◆ Perfect for graduate students, faculty, and professionals
- ◆ Explores relevant issues impacting contemporary global communication
- ◆ Engages key educational topics important to a global economy
- ◆ Provides research-based discussions, using premiere contemporary sources
- ◆ Developed and maintained by Master of Science in Professional and Technical Communication graduate students and faculty
- ◆ Complements and enhances NJIT graduate curriculums
- ◆ Offers a convenient MP3 audio podcast format

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MS·PTC Master of Science in
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MS - PTC CorpCommPodcast



TO:



EXPLORE
ESSENTIAL
ISSUES
IN
ORGANIZATIONAL
COMMUNICATION

<http://www.njit.edu/V2/MSPTC/ccp>

NEW JERSEY INSTITUTE OF TECHNOLOGY
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Introducing CorpCommPodcast Podcasting on Educational, Engaging, Communication Issues

Welcome to CorpCommPodcast (CCP) — a new and free resource for contemporary global communication issues. As students, professionals, and educators, we know you value essential information delivered in a time-efficient manner.

CCP is pleased to offer this service using podcasts, one of the simplest but most exciting state-of-the-art information technologies.

CCP was developed and will be maintained by Master of Science in Professional and Technical Communication graduate students and faculty. Begun as a project in PTC 642, Corporate Communication Seminar, CCP has evolved into a service benefiting the entire university community. Initial funding has generously been donated by an NJIT faculty member.

Our Mission Statement

CorpCommPodcast is a student-developed resource that seeks to educate and inform the NJIT community about contemporary organizational communication issues. CorpCommPodcast provides informative, easy-to-use podcasts that explore the global communication challenges facing organizations - business, non-profit, educational and social interest - in a manner that is well-researched, informative, and entertaining.

Essential Topics... Today's Global Challenges

CCP podcasts explore the most important subjects in organizational communication. Current and future podcasts will each present a well-researched discussion on a specific issue in the following areas:

- ◆ Corporate Advertising
- ◆ Crisis Communication
- ◆ Contemporary History
- ◆ Media Relations
- ◆ Internal Communication
- ◆ Government Relations
- ◆ Historical/Social Considerations

Sample Podcast Titles

Weathering the Super Size Me Storm

The Importance of Integrated Corporate Social Responsibility Policy

AT&T: The Rebranding of Cingular Wireless

The Role of Investor Relations in the CVS-Caremark Merger Controversy



Enhance Your Coursework

Podcasts are designed to complement and enrich NJIT Management and PTC graduate programs. Learning objectives are provided for each podcast. Our website indicates links between specific podcasts and individual graduate courses. Students in other schools will find that many of our topics have broad academic appeal and relate to many issues impacting contemporary society.

21st Century Convenience

- ◆ User and computer friendly MP3 format
- ◆ Short length: under 10 minutes each
- ◆ 24/7 availability
- ◆ Brief synopsis and learning objectives available for each podcast
- ◆ Bibliographic references provided for all podcasts on the CCP website
- ◆ Podcast Library will offer convenient search of featured and archived titles

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