

# Communication



The iimt communication course explains the importance of communication within the global digital economy, exploring the company's identity, personality and reputation at a corporate level. Moreover, of course the related Crisis Management will be highlighted.

## Communication - 20<sup>th</sup> - 21<sup>st</sup> September 2018

- Reputation management
- Crisis management
- Role play with media interaction
- Corporate identity
- Image and reputational management
- Creating and managing the reputational platform

## Top speaker

- Dr. Graeme Lindsay, Amiens School of Management, France

## What our students said

- Interesting real-life cases
- Insights into daily challenges
- Motivating lectures and cases

Course location:	iimt - University of Fribourg
Course fee/ module:	CHF 1'400.--
Course language:	English
Registration:	<a href="http://www.iimt.ch">www.iimt.ch</a> or <a href="mailto:iimt@unifr.ch">iimt@unifr.ch</a>