

# WM989-15 Reputation & Relationship Management

**20/21**

**Department**

WMG

**Level**

Taught Postgraduate Level

**Module leader**

Dave Harvey

**Credit value**

15

**Module duration**

1 week

**Assessment**

100% coursework

**Study location**

University of Warwick main campus, Coventry

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## Description

### Introductory description

Organisational reputation has long been recognised as a strategic asset that requires careful management. Enhancing and protecting corporate reputation through healthy relationships and effective communications is an on-going business process. It is vital therefore that all individuals understand their role in ensuring the organisation's brand values, and that its stakeholder value propositions are seen as credible, reliable and trustworthy in the co-creation of value for all parties. This Master's level module, which can be taken as a standalone short course, aims to provide managers with an understanding of how and why the development and management of corporate and individual reputation enables organisations to be seen in a positive light. Emphasis is placed on the application of academic and practical knowledge in how organisational vision, values, purpose and social responsibility guide strategic development of corporate reputation, identity, image, status, and brand positioning.

Attention is also given to the effective communication of desired reputation amongst all stakeholders through the design, development and deployment of a co-created relationship management plan based on the principles of ISO 44001 Collaborative Business Relationship Management Systems.

## **Module aims**

Provide a comprehensive and critically evaluative understanding of the constructs of reputation and relationship management and the identification of their impact on the fundamental reality and viability of an organisation's existence, stakeholder network strategies and value propositions as sources of sustainable collaborative advantage for business and society over the long term based on scenario generation. N.B. the term 'organisation' can mean any company, institution, entity or destination.

Provide a comprehensive and critically evaluative understanding of the processes for identifying external, internal and relational factors (some slow, foreseeable and manageable, and some sudden, unforeseen and relatively unmanageable) that can result in the enhancement or damaging of an organisation's and individual's reputation and relationships.

Provide a comprehensive and critically evaluative understanding of interpreting and comprehending 'how' and 'why' the development and management of key skillsets for both corporate and individual reputations can be operationalised within embedded dynamic stakeholder relationships thus enabling organisations, groups and individuals to be seen in a positive light that leads to an on-going achievement of stakeholder interest, involvement, commitment and loyalty.

Provide a comprehensive and critically evaluative understanding of the ability to construct, systematically apply and review a corporate communication approach using a range of tools and techniques to build and manage reputation and relationships for both organisations and individuals to a range of stakeholders through the development and implementation of a crafted collaboration relationship management plan. As well as the development and management of corporate and product brands, other traditional offline marketing communication approaches i.e. advertising, direct mail, sales promotion, personal selling and public relations are also considered alongside online marketing technologies e.g. digital and social media through the production of a robust integrated communications plan.

Provide a comprehensive and critically evaluative understanding of a range of concepts, processes, theories, tools and techniques to understand, manage and measure reputation and relationship management so that any gaps and risks which develop between the way organisations and individuals intend to be seen and the reality, namely the way in which stakeholders actually perceive them, can be minimised.

## **Outline syllabus**

This is an indicative module outline only to give an indication of the sort of topics that may be covered. Actual sessions held may differ.

### **1. Understanding the Nature and Characteristics of Reputation Management**

#### **1.1) Developing the Rationale for Managing Corporate Reputation**

- Critical evaluation of the context and concepts of corporate and individual reputation
- Justification of the importance and significance of managing reputation
- Identification and impact assessment of the external, internal and relational forces that

influence corporate and individual reputation in future scenarios

## 1.2) Determining the scope of Corporate Reputation

- Critical evaluation of the compatibility of an organisation's strategy, structure, systems and culture with its positioning and reputation
- Identification and assessment of key stakeholders' view of and contribution to reputation
- Justification of indicators to evaluate the strength of corporate and individual reputation

## 1. Managing the Dimensions of an Organisation's and Individual's Reputation

### 2.1) Understanding an Organisation's and Individuals Current Reputation

- Critical evaluation of corporate and individual character and personality
- Critical evaluation of the strength of corporate and individual identity and image
- Critical assessment of commercial systems for measuring reputation

### 2.2) Developing, Managing & Measuring Corporate Brands

- Drivers for corporate branding and typologies of branding strategy
- Identifying recommendations and cost/benefit assessment of changes in brand transformation to support reputation
- Critical Assessment of commercial systems for measuring brand equity

## 1. Developing, Managing and Measuring Relationships

### 3.1) Collaborative Business Relationships

- Critically evaluate the relative value and importance of organisational stakeholders' mutuality in dynamic value networks
- Understanding the benefits, risks, management and measuring of stakeholder relationships
- Critical appraisal and application of ISO 44001:2017 - Collaborative Business Relationship Management Systems: Requirements and Framework

### 3.2) Co-created Customer Perceived Value Propositions and Stakeholder Value Propositions

- Critical evaluation of organisation-wide perceptions of value, customer/organisational buyer behaviour and other third-party stakeholders based on the 6 Markets model e.g. government, investors, regulatory bodies, suppliers etc
- Assessment of unique problems and forces that surround organisational and service sales settings and provide the ability to model the service sales process and understand the theories behind effectively communicating the organisation's value propositions.
- Independently design a service sales process and key account management system that builds reputation and customer loyalty.

## 1. Developing and Managing Effective Corporate Communications

### 4.1) Determining the Dimensions of Corporate Communications

- Critical appraisal of the nature, characteristics and reasons for using communications

- Identification and justification of an integrated communications approach
- Justification of message content and measurement of effectiveness of communications

#### 4.2) Corporate Communication Strategies and Methods

- Critical evaluation of alternative communication methods
- Identification and formulation of approaches to specific stakeholder groups
- Detection and marshalling of resources and application of public relations to deal with issues management and crisis communications

## Learning outcomes

By the end of the module, students should be able to:

- Critically assess how the deployment, management and measurement of organisational reputation and relationships impacts on business strategy
- Identify and interpret events and market signals which can damage an organisation's and individual's reputation and relationships
- Critically evaluate and apply management practices based on 'ISO 44001:2017 - Collaborative Business Relationships' principles
- Critically evaluate and apply appropriate reputation and relationship management tools and techniques build, manage and measure a solid reputation between organisations/individuals and their stakeholders in the workplace.
- Effectively manage 'collaborative mutuality' between organisation/individuals and their stakeholders through the application of corporate brand vision, values, healthy relationships and effective integrated communications

## Indicative reading list

[View reading list on Talis Aspire](#)

## Subject specific skills

Reputation & Relationship Management (Individual and Corporate) as input to organisational strategy; Organisational Corporate Identity and Brand Image; Stakeholder Collaborative Working & Leadership through ISO 44001; Corporate & Crisis Communications (offline and digital); Stakeholder Value Propositions through Trust & Commitment

## Transferable skills

Critical thinking, Problem solving, Self-awareness, Communication, Teamwork and working effectively with others, Information literacy (research skills), Digital literacy, Sustainability, Ethical values, Intercultural awareness, Professionalism, Organisational awareness

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# Study

## Study time

Type	Required
Lectures	20 sessions of 1 hour (13%)
Seminars	10 sessions of 1 hour (7%)
Practical classes	10 sessions of 1 hour (7%)
Work-based learning	50 sessions of 1 hour (33%)
Assessment	60 hours (40%)
Total	150 hours

## Private study description

No private study requirements defined for this module.

## Costs

No further costs have been identified for this module.

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## Assessment

You must pass all assessment components to pass the module.

### Assessment group A

Assessment component	Weighting	Study time	Eligible for self-certification
Assessed work as specified by department	100%	60 hours	Yes (extension)
Post Module Assignment of 3,000 words +/- 10%. (Critical Evaluation of a student chosen Organisation's Reputation and Relationship Management based on gaps between academic theory and the organisation's practice)			
Post Module Assignment of 1,000 words +/- 10% (Critical reflection of student's own reputation and relationship management based on learning outcomes from individual personal reputation/relationship session)			

	<b>Weighting</b>	<b>Study time</b>	<b>Eligible for self-certification</b>
In-Module Assessment of 10 Marks for individual contribution to syndicate group workshop exercise.			

**Reassessment component**

Assessed work as specified by department			Yes (extension)
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**Feedback on assessment**

Written feedback will be provided in a report for all Post Module assignments and performance on in-module activity.

**Availability**

**Courses**

This module is Optional for:

- EWMS-H1X9 Postgraduate Taught Engineering Business Management (Degree Apprenticeship)
  - Year 2 of H1X9 Engineering Business Management (DA)
  - Year 2 of H1T3 WMG Engineering Business Management (Part-time)
  - Year 2 of H1T3 WMG Engineering Business Management (Part-time)
- EWMS-H1B3 Postgraduate Taught Managing in Technology Based Industries (Degree Apprenticeship)
  - Year 2 of H1B4 Managing in Technology Based Industries
  - Year 2 of H1B4 Managing in Technology Based Industries
  - Year 2 of H1B3 Managing in Technology Based Industries (DA)
- Year 2 of EWMS-H7BJ Postgraduate Taught Supply Chain and Logistics Management (Degree Apprenticeship)
- Year 2 of EWMS-H1XB Postgraduate Taught Systems Engineering Technical Leadership (Degree Apprenticeship)