



The objective of Corporate Communications is the strategic orientation of all ways of communication as well as the harmonisation of the company's messages. This integrated communication approach includes internal and external communication. It is essential to incorporating the existing communication cultures in the company.

Corporate Communications demonstrate the company's identity. They support the development of a company culture and they are their speaking tube. So the importance of Corporate Communications as a management tool is growing.

To be successful in Corporate Communications one must

- present creative and individual communication concepts
- consider the impact and importance of internal and external communication
- define the target groups, the manner and messages of communications
- master the use of classical communication tools advertising, public relations, social media and event management
- boost the communication structures through internal communication using corporate TV to establish knowledge management platforms
- exploit electronic media for concrete communication projects