KOC3461
(Penulisan Korporat)

Semester Pertama
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Perjumpaan Bersemuka 1
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Dewan Kuliah Akademik Pusat – C1

Modul KOC3461

- Isi Kandungan
  - Unit 1 Pengenalan kepada Penulisan Korporat m.s. 7
  - Unit 2 Peranan Penyelidikan dalam Penulisan Korporat m.s. 66
  - Unit 3 Penulisan Korporat untuk Audiens Terpilih m.s. 98
  - Unit 4 Penulisan Korporat untuk Media Cetak dan Media Elektronik m.s 173
  - Unit 5 Penulisan Kaji Periklanan m.s. 247
  - Unit 6 Penulisan Korporat untuk Audiens Khusus m.s. 254

Functions/Purpose of Corporate Writing

- To boost the image and identity of the organisation among the publics through writing.
- To promote the activity or products of the organisation or company to the publics through writing.
- To publicise the organisation to the publics.
- To foster good relationship between the organisation and the publics through writing.

Corporate Writer Competencies

- Must be knowledgeable about the publics (internal and external), channels and organisation.
- Must possessed broad knowledge of the business.
- Must be able to conduct research to know what is important and what is not important to the organisation and the publics.

Cont’d

- Must know all the current issues.
- Must be alert to the changes in attitude and behaviour of the society.
- Must be an expert in communication.
- Must posses good writing skills.
- Must have good command of language.
- Must be able to analyse and predict situations at hand.

TYPES OF Corporate/PR Writing

- Press releases
- Speeches
- Feature articles
- Brochure/pamphlet
- Annual report
- Prospectus
- TV, video & radio scripts
- Magazine articles
- Information booklets
- Business fact sheets
- Concept paper
- Business booklets
- Business proposal
- Business catalogues
- Corporate histories
- Corporate periodicals
- Business letter
- Corporate profile
- Fliers
- Newsletters
- MOU/MOA document
- Translation
- Advertorial, etc