

Emma Park



Email: e.park3@rgu.ac.uk

Time Zone: GMT/BST

Organisation: Robert Gordon University

Department: School of Creative and Cultural Business

Teaching/research topics: International Public Relations, Corporate Communications, Ethical & Intercultural Communications, Crisis, Issues and Reputation Management, Corporate Social Responsibility, Digital / Social Communications, International Marketing, Branding, Sustainability across all platforms and specialisms

Courses/Modules with COIL element:

ID	Name	Academic Level	Size	Next start	Potential COIL topics
CBM065	Public Relations Theory & Practice	MSc/ Post Graduate	40 (approx.)		Existing Project: Intercultural Crisis Communication & Media Preparedness: Partnering with Pfeiffer University in North Carolina, USA to enable students to work together as a virtual team on a specialist crisis scenario. Developing students first-hand, direct experience of cross border communications, exploration of differing cultures, evaluating each country's views of leadership, crisis management communication techniques and how organizations use those techniques to help their organizations. The timeframe for this assignment is short to ensure the scenario is developed and responded to in a timely 'real-world' manner, with the crescendo/ assessment being a planned press conference managed by the students.
CB3921	Public Relations Strategy & Specialisms	Stage 3	30 - 60 (approx.)	September – December 2024	Open to future COIL Projects & topics relating to all elements of PR, Comms, Intercultural, Ethical and Sustainable Communications
CBM822	Marketing Strategy	MSc/ Post Graduate	120 +	September – December 2024	Open to future COIL Projects & topics focused on all aspects of International Marketing and Sustainable practices
CB2253	Public Relations	Stage 2	40 – 80 (approx.)	January – April 2025	Open to future COIL Project & topics relating to all elements of PR, Comms, Intercultural, Ethical and Sustainable Communications