WROXTON COLLEGE
of
Fairleigh Dickinson University

MASTERS PROGRAMME IN CORPORATE & ORGANISATIONAL COMMUNICATION SEMINAR
on
INTERNATIONAL CORPORATE COMMUNICATIONS & CULTURE

Monday 21 May – Saturday 2 June 2012

Venue: Seminar Room 1
(unless otherwise stated)
MONDAY 21 MAY

7:10am Flight due to arrive at Airport
7:40am Group met by College representative and transported to Wroxton College
8:20am Expected time of arrival at Wroxton College
Settle into rooms
10:45-11.15am Morning Coffee served in the Buttery, Carriage House
12noon Lunch served in the Dining Room, Carriage House
1.00pm Transport departs for afternoon trip into Banbury to enable participants to avail themselves of banking facilities, shopping, etc.
3.15pm Transport leaves Banbury to return to Wroxton College
3.45-4.15pm Afternoon Tea served in the Buttery, Carriage House
4.15pm Welcome Introductory Briefing and Tour - Regency Room
- Dr. Nicholas D.J. Baldwin,
  Dean, Wroxton College
- Gary Radford,
  Director, MA Program in Corporate & Organisational Communications
7.00pm Welcome Buffet Reception served in the Dining Room, Carriage House

TUESDAY 22 MAY

TODAY'S SESSIONS WILL TAKE PLACE IN THE LECTURE HALL

8.00-8.50am Breakfast served in the Dining Room, Carriage House
10.30am University of West London group arrive at Wroxton College
10.30-11.00am Morning Coffee served in the Buttery, Carriage House

RECONCILING DISPARATE WORLD VIEWS:
VISIT OF STUDENTS FROM THE UNIVERSITY OF WEST LONDON

11.00am-12.30pm UNIT 1: RESEARCHING CORPORATE COMMUNICATION IN THE UK AND THE USA
- COMPARING THE USA AND THE UK STUDENT EXPERIENCE
  - Dr. Gary Radford
  Director, MA Program in Corporate & Organisational Communications
12.30pm Lunch served in the Dining Room, Carriage House
1.30-3.00pm UNIT 2: US AND EUROPEAN APPROACHES TO COMMUNICATION
  - Dr. Gary Radford
  Director, MA Program in Corporate & Organisational Communications
3.00-3.30pm Afternoon Tea served in the Buttery, Carriage House
3.30pm University of West London Group depart
7.00pm Dinner served in the Dining Room, Carriage House
8.00-9.00pm Mediaeval Costumes for hire from the Faculty Lounge
(This is the only time available for the hire of costumes)
**WEDNESDAY 23 MAY  THE EUROPEAN CONTEXT: INTRODUCING THE UK AND THE EUROPEAN UNION**

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
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<tbody>
<tr>
<td>8.00-8.50am</td>
<td>Breakfast served in the Dining Room, Carriage House</td>
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<tr>
<td>9.00-10.30am</td>
<td><strong>UNIT 3: BRITAIN AS A FOREIGN COUNTRY</strong></td>
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<tr>
<td>and</td>
<td>- Dr. Nicholas D.J. Baldwin, Dean, Wroxton College</td>
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<tr>
<td>11.00am-12noon</td>
<td>Morning Coffee served in the Buttery, Carriage House</td>
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<tr>
<td>(10.30-11.00am)</td>
<td>Lunch served in the Dining Room, Carriage House</td>
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<tr>
<td>12noon</td>
<td>Group Photograph</td>
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<tr>
<td>12.45pm</td>
<td>- Assemble on the Abbey front steps (in Great Hall if raining)</td>
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<tr>
<td>1.00-3.00pm</td>
<td><strong>UNIT 4: THE EUROPEAN UNION – BACKGROUND, FOCUS, STRUCTURE &amp; OPERATION</strong></td>
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<tr>
<td>3.00-3.30pm</td>
<td>Afternoon Tea served in the Buttery, Carriage House</td>
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**THE WROXTON MEDIAEVAL BANQUET IN THE BUTTERY**

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
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<tbody>
<tr>
<td>7.00pm</td>
<td>Gather Yee</td>
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<tr>
<td>7.30pm</td>
<td>Come to Board</td>
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<tr>
<td>9.00-11.00pm</td>
<td>Bar Open</td>
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**THURSDAY 24 MAY  THE POLITICAL CONTEXT : ISSUES IN EDUCATION AND THE MEDIA**

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
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<tbody>
<tr>
<td>8.00-8.50am</td>
<td>Breakfast served in the Dining Room, Carriage House</td>
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<tr>
<td>10.30-11.00am</td>
<td>Morning Coffee served in the Buttery, Carriage House</td>
</tr>
<tr>
<td>11.00am-1.00pm</td>
<td><strong>UNIT 5: ISSUES IN EDUCATION, TRAINING AND EMPLOYMENT</strong></td>
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<tr>
<td>and</td>
<td>- Dr. Nigel Forman, Financial Consultant and Academic. Former MP (1976-97), Government Minister and Assistant to the Chancellor of the Exchequer</td>
</tr>
<tr>
<td>1.00pm</td>
<td>Lunch served in the Dining Room, Carriage House</td>
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<tr>
<td>2.00-4.00pm</td>
<td><strong>UNIT 6: THE MEDIA IN THE UK: SOME FACTS, OPINIONS AND PREJUDICES</strong></td>
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<tr>
<td>and</td>
<td>- Dr. Nigel Forman</td>
</tr>
<tr>
<td>4.00-4.30pm</td>
<td>Afternoon Tea served in the Buttery, Carriage House</td>
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<tr>
<td>4.30-6.30pm</td>
<td><strong>UNIT 7: TUTORIAL# 1</strong></td>
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<tr>
<td>and</td>
<td>- Dr. Gary Radford</td>
</tr>
<tr>
<td>7.00pm</td>
<td>Dinner served in the Dining Room, Carriage House</td>
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FRIDAY 25 MAY

6.15am  Early Breakfast served in the Dining Room, Carriage House

7.00am PROMPT  Transport departs for:

UNIT 8: VISIT TO THE UNIVERSITY OF WEST LONDON  
- St. Mary's Road Campus (Venue:tbc)

10.45am  Arrival/Coffee

11.00-11.15am  Welcome/Introductions  AK/Cecile Lowe

11.15am–12.30pm  Group Activity 1 – Intercultural Exchange

   Brief:  
   You are to represent countries/continent as corporate global brands. You are selling your country/continent to your audience. Take a strategic approach to brand equity building/developing/changing/reinforcing by identifying the key elements of your brand. You can use a model provided or invent your own.

   You have 30 minutes to discuss and prepare; 10 minutes each group to present

   - Brand UK Plc – FDU students
   - Brand USA Plc – Fiona, Naveed, Hannah, Megan, Florence, Fawaz, Katharina, Isabel
   - Brand Europe Plc – Anne, Angela, Maria, Yordanka, Swati, Grace, Subasana, Fatima

12:30-1.30pm  Lunch

1.30 –2.30pm  
   - Presenting/Using Knowledge in a Knowledge Economy (TO/SR)
   - Ethics & the Corporate Communication Practitioner: Opportunities/Challenges (RC)

2.30 – 3.00pm  Group Activity 2/Briefing

   Divide students into 3 groups of 5-6 people, mixing FDU and UWL students. Each group receives an envelope of materials outlining a crisis that’s just occurred in their organisation. Each group has to prepare a response plan, including strategies and tactics and demonstrating cultural awareness. (30 minutes to discuss/prepare)

3.00 – 3.15pm  Coffee/Tea

3.15 – 4.00:  Group presentations (15 minutes each group)

4.00 – 4.15pm  Discussion

4.15 – 4.30pm  Adjourn/Sum Up

4.30pm  Transport departs University of West London to return to Wroxton College

7.00pm  Dinner served in the Dining Room, Carriage House

SATURDAY 26 MAY

8.00-8.45am  Breakfast served in the Dining Room, Carriage House

8.45am  Transport leaves for day trip to London  
   (Participants are responsible for their own arrangements for Lunch and Dinner).

11.00pm  Transport leaves London (from where you were dropped off) to return to the College
SUNDAY 27 MAY  
FREE DAY

NO BREAKFAST SERVED TODAY

10.00-10.30am  Tea, Coffee and Danish Pastries served in the Buttery, Carriage House
12noon  Brunch served in the Dining Room, Carriage House
3.30-4.00pm  Afternoon Tea served in the Buttery, Carriage House
7.00pm  Dinner served in the Dining Room, Carriage House

MONDAY 28 MAY

7.00-7.30am  Breakfast served in the Dining Room, Carriage House
7.30am  Transport departs for visit to Harris Manchester College, Oxford
9.00am  Arrive at Harris Manchester College
9.15-11.00am  UNIT 9: INTERPERSONAL COMMUNICATIONS  
- Dr. Guy Fielding,  
   Director, horizon2
11.00am  Coffee
11.15am-12noon  UNIT 10: EFFECTIVE TEAM WORKING  
- Professor Sue Llewelyn,  
   Senior Research Fellow, Harris Manchester College
12noon  Tour of Harris Manchester College
   Followed by a talk on the information and library services  
   And introduction to the College treasures  
   - Sue Kiloran,  
   Librarian
1.00-6.00pm  FREE TIME IN OXFORD  
   (Participants are responsible for their own lunch arrangements)
6.00pm  Return to Harris Manchester College for;
   6.15pm  Reception  
   - with the Principal, the Reverend Ralph Waller, Harris Manchester College
   6.45pm  Formal Dinner in the Arlosh Hall, Harris Manchester College
8.00pm (approx.)  Transport departs Oxford from Harris Manchester College to return to Wroxton College
TUESDAY 29 MAY  ADVERTISING AGENCIES

8.00-8.50am  Breakfast served in the Dining Room, Carriage House

9.00-10.30am  UNIT 11: ADVERTISING – AN INTRODUCTION  (TBC)
Jonathan Angel,
Account Director, Blue Hive / Ogilvy Advertising

10.30-11.00am  Morning Coffee served in the Buttery, Carriage House

11.00am-12.30pm  UNIT 12: GLOBAL VERSUS LOCAL ADVERTISING  (TBC)
Ivan Mason,
Global Business Director, Blue Hive / Ogilvy Advertising

12.30pm  Lunch served in the Dining Room, Carriage House

1.45pm  Transport departs for:

2.30-4.00pm  UNIT 13: SITE VISIT: Hook Norton Brewery
- Contact: Visitor Centre

PLEASE NOTE: ALL VISITORS ARE REQUESTED TO WEAR SAFETY FOOTWEAR

4.10pm  Transport departs Hook Norton Brewery to return to the College

7.00pm  Dinner served in the Dining Room, Carriage House

WEDNESDAY 30 MAY  THE THEORETICAL CONTEXT: TOOLS FOR UNDERSTANDING

9.15-10.45am  UNIT 14: JULIUS CAESAR
- Dr. Pamela Mason,
  Lecturer, Wroxton College

10.45-11.15am  Morning Coffee served in the Buttery, Carriage House

UNIT 15: CORPORATE AND ORGANISATIONAL COMMUNICATIONS IN THE UK

11.15am-1.00pm  - Neil Bayley,
  Director, Porter Novelli

1.00pm  Lunch served in the Dining Room, Carriage House

1.45pm  Transport departs for:

Free time in Stratford upon Avon
(Participants are responsible for their own dinner arrangements)

Then:

7.00pm  Assemble, foyer of the Royal Shakespeare Theatre for Royal Shakespeare Company production of William Shakespeare's 'Julius Caesar'
(The performance begins at 7.15pm and is scheduled to end at 10.15pm)

10.30pm  Transport departs Stratford to return to Wroxton
THURSDAY 31 MAY

8.00-8.50am  Breakfast served in the Dining Room, Carriage House

9.00-10.45am  **UNIT 16: TUTORIAL #2**  
               - Dr. Gary Radford

10.45-11.15am  Morning Coffee served in the Buttery, Carriage House

11.15am-1.00pm  **UNIT 17: TELEVISION & COMMUNICATING**  
               - Michael Cockerell,  
                 Emmy Award-winning TV documentary maker and political author

1.00pm  Lunch served in the Dining Room, Carriage House

2.00-3.30pm  **UNIT 18: PANEL SESSION ON COMMUNICATION THEORY**  
               &  
               **Chair:** Dr Gary Radford
               **Panel:** Dr Richard Howells,  
               Reader and Director, Centre for Cultural, Media and Creative Industries Research,  
               King's College London  
               Dr Paul A Taylor, Senior Lecturer in Communications Theory,  
               Institute of Communications Studies, University of Leeds

(3.30-4.00pm  Afternoon Tea served in the Buttery, Carriage House)

6.00-7.00pm  **UNIT 18: REVIEW**  
               - Dr. Gary Radford

7.00pm  Dinner served in the Dining Room, Carriage House

FRIDAY 1 JUNE

8.00-8.50am  Breakfast served in the Dining Room, Carriage House

9.00am-10.45am  **COMPREHENSIVE EXAMINATION – Part 1**

10.45-11.15am  Morning Coffee served in the Buttery, Carriage House

11.15am-1.00pm  **COMPREHENSIVE EXAMINATION – Part 2**

1.00pm  Lunch served in the Dining Room, Carriage House

2.00pm  Transport departs for afternoon trip into Banbury

3.30pm  Transport leaves Banbury to return to Wroxton College

3.45-4.15pm  Afternoon Tea served in the Buttery, Carriage House

6.45pm  *Drinks Reception* in the Buttery, Carriage House

7.00pm  *Farewell Dinner* served in the Dining Room, Carriage House

SATURDAY 2 JUNE

4.30am  Transport arrives at Wroxton College

5.00am  Transport departs for Birmingham International Airport

6.00am  Check-in at Birmingham International Airport

9.00am  Continental Airlines Flight Number CO 27 departs for Newark, USA