



Executive Masterclasses in
Corporate Communication
OVERVIEW 2026

2026

29 – 30 January, 2 – 4 February | [live–online](#)

■ **Winter Course in Corporate Communication**

This five-day intensive programme offers a focused introduction to the essential principles shaping modern corporate communication. You will explore key topics including organisational identity, corporate branding, reputation management, and strategic communication. Taught live online by renowned faculty and practitioners from Rotterdam School of Management, Erasmus University (RSM) and partner institutions, the course provides a flexible and interactive learning experience accessible worldwide. Ideal for professionals seeking a solid foundation and practical insights to apply immediately in their organisations.

2 – 4 March | [in-person](#)

■ **Corporate Purpose, Leadership and Communication**

What sets high-performing, purpose-led organisations apart from those whose statements remain rhetorical? This three-day masterclass explores how to create a purpose that genuinely adds value for all stakeholders. Guided by Professor Joep Cornelissen and guest experts, you will examine the latest thinking on purpose and strategic communication, and translate it into practice through cases and hands-on exercises. You will leave with a clear, actionable purpose strategy tailored to your organisation.

23 – 25 March | [in-person](#)

■ **Navigating the Stakeholder Media Landscape**

This masterclass offers communication professionals a clear and structured understanding of today's complex media ecosystem. In this course, you will examine new sources of influence one by one, analyse their root causes and effects using investigative tools, and explore how these forces shape organisational reputation. You will work in groups to discuss and refine potential strategic responses, guided by lecturers and industry practitioners with deep expertise in the sectors covered. Throughout the course, you will build a solid factual foundation through scholarly research and journalistic insights into current events, enabling you to approach media challenges with confidence, clarity and strategic focus.

20 – 22 April | [in-person](#)

■ **Co–creation and Stakeholder Engagement**

In a hyper-connected world, communication is no longer just about delivering messages—it's about listening and involving stakeholders. This three-day masterclass explores how co-creation strengthens relationships and drives innovation. You will examine practical approaches to stakeholder involvement, exchange experiences with peers, and discover how co-creation can elevate your organisation's communication practices.

18 – 20 May | [in-person](#)

■ **Finance for Communication Professionals**

Financial topics can be complex and sensitive—but understanding them is essential for effective communication. This masterclass builds your financial literacy by demystifying financial reporting, key elements of financial statements, and core value concepts. You will gain the confidence to connect communication strategies with financial stakeholders and contribute meaningfully to financial conversations within your organisation.

15 – 18 June | [in-person](#)

■ **Executive Summer Course in Corporate Communication**

This four-day intensive programme deepens your strategic understanding of corporate communication. Combining cutting-edge insights, best practices, and expert perspectives, the course is held at the historic Hotel Oud Poelgeest—an inspiring setting to step away from daily routines and immerse yourself in learning. Ideal for professionals looking to advance their careers and expand their networks.

28 – 30 September | in-person

Strategic Communication

This three-day masterclass focuses on identifying strategic threats and opportunities that corporate communication can address. You will explore how practitioners position themselves as strategic actors within organisations or for clients, and how to meet expectations from top management and other departments. Through lectures, workshops and practitioner insights, you will learn positioning approaches and role models that elevate your strategic impact.

5 – 7 October | in-person

Reputation Management

A strong reputation attracts the right stakeholders—customers, investors, and employees. This masterclass provides a comprehensive overview of the latest academic insights and best practices in reputation management. You will learn how to apply these tools in practice, influence decisions at board level, and ensure reputation remains a top priority on the executive agenda.

17 – 19 November | in-person

Leadership and Communication

Strengthen your strategic and leadership skills across personal, organisational and global levels. This masterclass expands your business knowledge and enhances your ability to manage corporate communication across functions in a multinational environment. Learn from high-quality case studies, engage in dynamic role-play, and gain insights from world-renowned academic Professor Paul Argenti.

10 – 11 and 14 – 15 December | live-online

Employee Communication

Designed for professionals in corporate, strategic and internal communication, as well as HR, this masterclass enhances your ability to inform, engage and align employees with organisational goals. You will explore key theories, research insights, and real-world cases to build a positive workplace culture and measure impact. The course blends lectures, guest speakers, case work, discussion and simulation-based teamwork for a rich and engaging learning experience.



Accredited by



RSM Executive Education

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Rotterdam School of Management Erasmus University (RSM)

is one of Europe's top-ranked business schools. RSM provides ground-breaking research and education furthering excellence in all aspects of management and is based in the international port city of Rotterdam – a vital nexus of business, logistics and trade. RSM's primary focus is on developing business leaders with international careers who can become a force for positive change by carrying their innovative mindset into a sustainable future. Our first-class range of bachelor, master, MBA, PhD and executive programmes encourage them to become critical, creative, caring and collaborative thinkers and doers.



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