Welcome to CorpCommCollab (CCC) - a new and free resource for contemporary global communication issues. As students, professionals and educators, we know you value essential information delivered in a time-efficient manner.

Enhance Your Coursework
CCC is pleased to offer a comprehensive wiki that includes well-researched business cases and podcasts, as well as sample corporate communication documents on topics such as Communication Strategy and Risk Analysis. All of these resources are designed to complement and enrich NJIT Professional and Technical Communication and Management graduate programs. Students in other schools will find that many of our topics have broad academic appeal and relate to many issues impacting corporate communication.

CorpCommCollab Background
CCC was developed and will be maintained by Master of Science in Professional and Technical Communication graduate students and faculty. Begun as a project in the Corporate Communication Seminar, CCC has evolved into a service benefitting the entire university community. Initial funding was generously donated by an NJIT faculty member.

Introducing
CorpCommCollab
A Collaborative Wiki on Educational, Engaging Corporate Communication Issues

Essential Topics...
Today's Global Challenges
The podcasts and business cases included in CCC explore the most important subjects in corporate communication. Current and future topics will each present a well-researched analysis on a specific issue in the following areas:
- Corporate Advertising
- Crisis Communication
- Investor Relations
- Media Relations
- Internal Communication
- Government Relations
- Historical/Social Considerations

Sample Topics
Communicating Effectively with Employees
UBS’ Crisis of Disclosure
Identity and Image: Making a Statement
Mattel: Global Crisis Communication in Play
Building a Green Corporate Image

21st Century Convenience
The CCC Wiki provides you with:
- 24/7 availability
- Comprehensive bibliographic references
- Easy to use HTML format for business cases
- Convenient MP3 format for podcasts, each under 12 minutes in length

Try CorpCommCollab
- Browse the selection of business cases, podcasts, and sample documents
- Click anytime, anywhere for instant access
- Join our mailing list
- Download the latest newsletter
- Submit your suggestions for future topics

Our Mission Statement
The mission of CorpCommCollab is to provide students and technical communication professionals with an online basic academic framework for corporate communication. In our CorpCommCollab Wiki website we will include podcasts on various cutting edge corporate communication themes and provide case studies analyzed in our seminar. Our collaborative project will be dedicated to addressing the global communication challenges facing corporations in the twenty-first century and to bring forward our own academic interests and insights into the themes.

Visit CCC
http://learningspaces.njit.edu/elliot/corporate_communication
CorpCommCollab: Your Resource for Corporate Communication

- Perfect for graduate students, faculty and professionals
- Explores relevant topics impacting contemporary global communication
- Engages key educational topics important to a global economy
- Provides research-based case studies and podcasts using premiere contemporary sources
- Complements and enhances NJIT graduate curriculums
- Offers convenient access through a centralized wiki

Read and Subscribe to the CCC Communicator

The CCC Communicator is the semi-annual newsletter of the CorpCommCollab project and is available online in the CorpCommCollab Wiki.

For Further Information Contact:

Professor Norbert Elliot
New Jersey Institute of Technology
Martin Luther King Jr. Blvd.
University Heights
Newark, NJ 07102
Phone: 973-596-6487
Fax: 973-642-4689
E-mail: Elliot@adm.njit.edu