

Corporate Communications: Legal & Regulatory Perspectives

Introduction: This course offers students an understanding and appreciation of various corporate communication tools (e.g., social media, non-traditional and traditional media channels, direct marketing, public relations, sales promotions, and personal selling) from business, and legal and regulatory perspectives. Students will familiarise themselves with legal and regulatory frameworks and industry guidelines, such as those of the Advertising Standards Council of India; those applicable to social media; compliance issues, updates, and reports, as they proceed through the course.

Course Learning Objectives: The Course aims to (a) develop an understanding of diverse corporate communication tools; (b) develop knowledge and awareness of legal and regulatory frameworks applicable to corporate communications undertaken by businesses; and (c) build skills in researching and communicating ideas relating to sound corporate communications practice.

Teaching Method: The course will combine the understanding of corporate communications with responsible and legally informed practice via discussion, news articles, case study presentations, and assignments. Prescribed books and readings will provide information and detail on concepts. The course emphasises continuous learning through class activities and assessments. Students will (a) present readings in a structured format; (b) conduct research of a secondary nature on relevant/applicable law and regulation; and (c) reflect on applicability and implications for business and legal practice.

Course Design and Overview (Weekly Plan)

Week	Topic and Description	Reading/Course Materials
1.	Introduction to Corporate Communications	Class-notes & Readings
2.	Corporate Image and Brand Management	Class-notes & Readings
3.	Buyer Behaviors and the Planning Process	Class-notes & Readings
4.	Corporate Communications: Traditional Media	Class-notes & Readings
5.	Corporate Communications: Non-	Class-notes & Readings

	Traditional Media	
6.	Corporate Communications: Non-Traditional Media (Contd.)	Class-notes & Readings
7.	MID-SEMESTER WEEK	TOPIC OF SPECIAL INTEREST
8.	Special Interest Topics	Class-notes & Readings
9.	Special Interest Topics	Class-notes & Readings
10.	Special Interest Topics	Class-notes & Readings
11.	Message Strategies & Executional Frameworks	Class-notes & Readings
12.	Alternative Communications	Class-notes & Readings
13.	Alternative Communications (Contd.)	Class-notes & Readings
14.	REVISION WEEK [Note: There shall be teaching classes scheduled during the fourteenth week subject to the JGU Academic Calendar circulated by the Office of the Registrar, JGU and any official declaration of non-working days by the JGU Registrar.]	

Readings (Sample):

AI Voice Agents Are Ready to Take Your Call (2025). Available at:

<https://www.wsj.com/articles/ai-voice-agents-are-ready-to-take-your-call-a62cf03b>

'Farm babe' versus 'food babe' influencer rivalry is a lopsided battle (2025). Available at:

<https://economictimes.indiatimes.com/news/international/global-trends/farm-babe-versus-food-babe-influencer-rivalry-is-a-lopsided-battle/articleshow/123257384.cms>

Lawyer argues Meta can't be held liable for gunmaker's Instagram posts in Uvalde families' lawsuit (2025). Available at: <https://economictimes.indiatimes.com/tech/technology/lawyer-argues-meta-cant-be-held-liable-for-gunmakers-instagram-posts-in-uvalde-families-lawsuit/articleshow/123398093.cms>

Misleading ads: Ayush ministry should set up dashboard to make details of complaints public, says SC (2024). Available at: https://economictimes.indiatimes.com/news/india/misleading-ads-ayush-ministry-should-set-up-dashboard-to-make-details-of-complaints-public-says-sc/articleshow/112139902.cms?utm_source=contentofinterest&utm_medium=text&utm_campaign=cppst

President Murmu gives assent to Online Gaming Bill (2025). Available at: <https://economictimes.indiatimes.com/news/india/president-murmu-gives-assent-to-online-gaming-bill/articleshow/123457164.cms>

Publicis sues Competition Commission of India for denying case files in ad agencies probe (2025). Available at: <https://economictimes.indiatimes.com/industry/services/advertising/publicis-sues-competition-commission-of-india-for-denying-case-files-in-ad-agencies-probe/articleshow/123306194.cms>

Reuters (2024a). Disney's internal communications leaked online after hack, WSJ reports. Available at: https://economictimes.indiatimes.com/news/international/business/disneys-internal-communications-leaked-online-after-hack-wsj-reports/articleshow/111768417.cms?utm_source=contentofinterest&utm_medium=text&utm_campaign=cppst

Reuters (2024b). The fun, harmless double entendre world of surrogate advertising (2024). Available at: https://economictimes.indiatimes.com/opinion/et-commentary/the-fun-harmless-double-entendre-world-of-surrogate-advertising/articleshow/112769418.cms?utm_source=contentofinterest&utm_medium=text&utm_campaign=cppst

Swiss watchmaker Swatch apologies for ad showing gesture seen as racist (2025). Available at: <https://economictimes.indiatimes.com/news/international/world-news/swiss-watchmaker-swatch-apologies-for-ad-showing-gesture-seen-as-racist/articleshow/123364616.cms>

Tanishq's carat & stick method that exposed tarnished jewellers (2024). Available at: https://economictimes.indiatimes.com/opinion/et-commentary/tanishqs-carat-stick-method-that-exposed-tarnished-jewellers/articleshow/112250839.cms?utm_source=contentofinterest&utm_medium=text&utm_campaign=cppst

Wharton professor calls out illusive 'TikTok science': Says, 'Beware of mistaking familiarity for fluency' (2025). Available at: <https://economictimes.indiatimes.com/magazines/panache/wharton-professor-adam-grant-calls-out-illusive-tiktok-science-says-beware-of-mistaking-familiarity-for-fluency/articleshow/123414249.cms>

Will AI Empower the PR Industry or Create Endless Seas of Spam? (2025). Available at:

https://www.wsj.com/articles/will-ai-empower-the-pr-industry-or-create-endless-seas-of-spam-e79fc77f?reflink=desktopwebshare_permalink