



APPLIES TO ACADEMIC YEAR
2002/2003

ORG 9980 Organizational and Managerial Communication

Program

Exchange Program, The Bachelor's Program in Marketing - Internationalization and Management, The Bachelor's Program in Marketing Communication

Responsible for the course

Peggy Simcic Brønn

Department

Marketing

Term

Fall

ECTS Credits

6

Objective

Marketing tends to focus on the customer and on profit maximization. While customers are essential to the financial health of an organization, recent trends and the rise of the stakeholder approach have demonstrated that failure to consider other key stakeholder groups can have a negative effect on corporate image and thus on profits.

This course is built on the premise that everything about an organization communicates a message. It is therefore critical that future managers understand the complexities of the total communication environment of an organization and of their individual communication roles as managers within that environment, whether in the private, public or non-profit sector and both externally and internally.

This course is designed for all students studying business and management. The objectives of this course are 1) to give students insight into the various forces and stakeholders that can affect an organization and its image, 2) to make clear that an integrated approach to corporate communication is critical if an organization is to communicate effectively, and 3) to help students understand the communications skills necessary to be good managers. A key concept of the course is corporate brand building, the idea of the organization as a product.

Prerequisites

No special prerequisites are required. The course may be taught in English at some sites.

Compulsory literature

Brønn, P. S. and R. Wiig. eds. 2002. *Corporate Communication: A Strategic Approach to Building Reputation*. Oslo: Gyldendal Akademisk.
Articles handed out in class or available on www.bi.no/users/fgl96053.

Recommended literature

Stone, D., B. Patton and S. Heen. 2000. *Difficult conversations*. London: Penguin Books.
Argyris, Chris. 1990. *Overcoming organizational defenses: facilitating organizational learning*. Englewood Cliffs, NJ: Prentice Hall.
Levine, R., C. Locke, D. Searls and D. Weinberger. 2000. *The cluetrain manifesto: the end of business as usual*. Cambridge, Mass.: Perseus Books.

Course outline

Corporate strategy and communications
Understanding corporate communication
The stakeholder approach

Communication models
Interpersonal communication and organizational learning
Corporate brand building – image and identity
Managers and organizational communication
Managers and managerial communication
Managers and marketing communication
Integrated communications vs. integrated marketing communications
Barriers to integrating communications
Issues management and environmental scanning
Corporate brand building strategies
Ethical considerations
Internal marketing
Crisis management
Managers and the media

Computer-based tools

Course structure

The course is based on a total of 36 hours of lectures.

Evaluation

- A 20-page group report will be worth 100% of the final grade. Two graders, internal and external grader.
- A one-hour pass/fail control exam will be administered during the regularly scheduled exam period. This exam must be passed to pass the course. One internal grader.

Evaluation code(s)

ORG 99803 Organizational and Managerial Communication - Report, accounts for 100% of the final grade in the course ORG 9980, 2 credits

ORG 99804 A one-hour pass/fail control exam will be administered during the regularly scheduled exam period. This exam must be passed to pass the course. One internal grader.

Aids at the examination

All aids are allowed for the group report. A Norwegian-English dictionary is allowed during the control exam.

Makeup exam

A re-sit is normally held at the end of the next course.