



APPLIES TO ACADEMIC YEAR 2003/2004

## INS 2000 Internal Communication

### Program

The Bachelor's Program in Marketing - Information and Public Relations

### Responsible for the course

Tor Bang

### Department

Communication - Culture and Languages

### Term

According to study plan

### ECTS Credits

6

### Objective

The course applies theories and methods in public relations to internal and organizational communication. It will give students a deeper theoretical and practical understanding of the subjects covered in the Foundation Program in Marketing, Information and Public Relations. There is a focus on organizational communication.

### Prerequisites

Foundation Program in Marketing, Information and Public Relations.

### Compulsory literature

Daniels, T.D., B.K. Spiker and M.J. Papa. 1997. *Perspectives on organizational communication*. 4th ed. Boston, Mass.: McGraw-Hill.

Erlien, B. 1999. *Intern kommunikasjon : planlegging og tilrettelegging*. 2.utg. Oslo: Tano Aschehoug. Kap: 13 - 20.

### Recommended literature

None

### Course outline

- Perspectives on organizational communication
- The role of communication in organizational theory
- Analytical tools for internal communication

### Computer-based tools

Computer-based tools are not required in this course

### Course structure

The course comprises 36 hours of lectures, active participation by students is required.

### Evaluation

The course is concluded with a three-hour individual written examination.

### Evaluation code(s)

INS 20001 - written examination, which accounts for 100% of the grade in INS 2000, 2 ECTS credits.

### Aids at the examination

No aids are permitted.

### Makeup exam

A re-sit is held at the end of the next course (teaching term only)

