



APPLIES TO ACADEMIC YEAR 2004/2005

INS 2000 Internal Communication

Program

Bachelor's Program in Marketing - Information and Public Relations

Responsible for the course

Roberta Wiig Berg, Jan Svennevig

Department

Communication - Culture and Languages

Term

According to study plan

ECTS Credits

6

Objective

Since employee commitment is of vital importance for organizational success, internal communication is a key managerial issue. The course applies theories and methods from the field of corporate communication more specifically to the internal communication needs of organizations.

Prerequisites

Foundation Program in Marketing, Information and Public Relations.

Compulsory literature

Scholes, Eileen, ed. 1997. *Gower Handbook of Internal Communication*. Hampshire: Gower Publishing Limited.

Selected articles to be posted on Blackboard.

Recommended literature

Larkin, T.J. and Sandar. 1994. *Communicating Change*. New York: McGraw-Hill, Inc.

Holtz, Shel. 2004. *Corporate Conversations*. New York: Amacom.

Course outline

The role of internal communication in competitiveness and innovation.

Types of Employee Communications.

Matching internal and external image.

Effective communications strategy.

Face-to-face communication and communication skills.

Cases

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

Total grade for the course is based on following activities:

Part 1- Obligatory team exercise(s) 25%

Part 2 - Team semester project 50%

Part 3 - Two-hour Individual written examination 25%

Evaluation code(s)

INS 20002 - Process evaluation counts 100% of the grade in INS 2000 Internal Communication, 6 credits.

Aids at the examination

No aids are permitted for the written examination.

Makeup exam

A re-sit is held at the end of the next course (teaching term only). Students who are taking new exam must take the course all over including all parts of evaluation.