



APPLIES TO ACADEMIC YEAR 2004/2005

ORG 9980 Organizational and Managerial Communication

Program

Bachelor's Program in Market Communication, Bachelor's Program in Marketing

Responsible for the course

Peggy Simcic Brønn

Department

Communication - Culture and Languages

Term

According to study plan

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

None

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. Non aids are allowed on the control exam.

Makeup exam

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