



APPLIES TO ACADEMIC YEAR 2006/2007

INS 2000 Internal Communication

Program

Bachelor in Public Relations (3. year)

Responsible for the course

Roberta Wiig Berg, Jan Svennevig

Department

Communication - Culture and Languages

Term

According to study plan

ECTS Credits

6

Objective

Employee commitment to an organization's goals is of vital importance for organizational success, making internal communication a key managerial issue. The exchange of information between members at all levels of an organization both horizontally and vertically is naturally an important part of internal communication. However, achieving honest, open, and effective *communication* between all those involved in an organizational partnership is difficult and challenging. This course applies theories and methods from the field of organizational communication specifically to the internal communication needs of organizations. Students will learn how to work effectively towards the creation of optimal conditions for the open and honest exchange and discussion of ideas, the foundation of healthy, learning organizations.

Prerequisites

Foundation Program in Marketing, Information and Public Relations.

Compulsory literature

Books:

Erlien, Bente. 2003. Intern kommunikasjon. 3. utg. Oslo: Universitetsforlaget

Other:

Utlagte artikler som publiseres på Blackboard

Recommended literature

Books:

Holtz, Shel. 2004. Corporate conversations. New York: Amacom

Larkin, T.J. and Sandar. 1994. Communicating change. New York: McGraw-Hill

Scholes, Eileen, red. 1997. Gower handbook of internal communication. Aldershot : Gower

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 - Exercises 35% (Exercise 1-Team 5% og Exercise 2 -Oral presentation - Individual

30%.) (Oral presentation must be passed to receive a final grade in the course.)
Part 2 - Team semester project 40% (Must be passed to receive a final grade in the course.)
Part 3 - Two-hour Individual written examination 25% (Must be passed to receive a final grade in the course.)

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 in at the next scheduled exam in the course. Students who are taking new exam must take the course all over including all parts of evaluation.