



APPLIES TO ACADEMIC YEAR 2008/2009

ORG 9980 Organizational and Managerial Communication

Program

Bachelor in Marketing (3. year), Bachelor of Science in Marketing (3. year)

Responsible for the course

Peggy S Brønn

Department

Term

According to study plan

ECTS Credits

6

Language of instruction

To be decided

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.

Objective

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

Books:

Brønn, P. S. og R. Wiig Berg, red. 2005. Corporate communication: a strategic approach to building reputation. 2nd ed. Oslo: Gyldendal akademisk

Other:

Articles available on Blackboard

Recommended literature

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

Stone, D., B. Patton and S. Heen. 2000. Difficult conversations. London: Penguin

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 and group work. Time may be spent at the beginning of some classes to discuss recent media events relevant to the course, therefore students are expected to be up to date on the general business environment both in Norway and internationally. Students should expect to be called on to participate in class discussions.

Evaluation

A 20-page group project will be worth 100% of the final grade.

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.

Evaluation code(s)

ORG 99803 Organizational and Managerial Communication - Project, 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.

Aids at the examination

All aids are allowed for the group report. An English-native language dictionary is allowed for the control exam.

Support materials at written examinations are explained under exam information in our web-based student handbook. Please note use of calculator.

<http://web.bi.no/info/studinfo2008.nsf/5cc325f4aedb4952c125701c003c3111/d9b4745c016e6e38c125732a0048cbf2!OpenDocument>

Makeup exam

A re-sit of the control exam only is normally held at the regularly scheduled exam period the following semester. A make-up for the project can only happen during the semester when the course is next offered.