



APPLIES TO ACADEMIC YEAR 2010/2011

## ORG 9980 Organizational and Managerial Communication

### Programme

Bachelor in Marketing (3. year)

### Responsible for the course

### Department

### Term

According to study plan

### ECTS Credits

6

### Language of instruction

To be decided

### Introduction

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 reading

#### Books:

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

#### Other:

Articles available on Blackboard

### Recommended reading

#### Books:

Argyris, Chris. 1990. Overcoming organizational defenses : facilitating organizational learning. Boston : Allyn and Bacon

Levine, R. ... [et al.]. 2009. The Cluetrain manifesto. 10th Anniversary ed. New York : Basic Books

Stone, Douglas, Bruce Patton, Sheila Heen. 2000. Difficult conversations : how to discuss what matters most. 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.

#### **Examination**

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.

#### **Examination 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.

#### **Examination support materials**

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

Support materials at written examinations are specified under exam information in our web-based Student Handbook. Please note the use of calculator.

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

#### **Re-sit examination**

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.

#### **Additional information**

Due to changes in our Bachelor Programmes from the autumn semester of 2009, there also will be changes in every single course. This course will be taught for the last time in the autumn semester of 2010. A re-sit exam will be offered every term from the autumn semester of 2011 and including the spring semester of 2013.