



APPLIES TO ACADEMIC YEAR 2012/2013

PRK 3626 Internal Communication

Programme

Bachelor in Public Relations (3. year)

Responsible for the course

Roberta W Berg

Department

Department of Communication - Culture and Languages

Term

According to study plan

ECTS Credits

7,5

Language of instruction

English

Introduction

Employee commitment to an organization's goals is of vital importance for organizational success, making internal communication a key managerial issue. The distribution of information in an organization is a well-recognized component of internal communication; however, it is just the tip of the iceberg. The crucial importance of exchanging and discussing ideas in an honest, open, and effective communication climate - and that this climate surround all an organization's internal stakeholders is neither universally understood nor acknowledged. This course explains why establishing this climate is a prerequisite for employee commitment and ultimately for organizational success.

Learning outcome

Acquired knowledge

Students will command areas of organizational and communication theory specifically relevant to internal communication, for example:

- internal communication strategy,
- leadership and change communication,
- classic communication styles,
- dealing with different others (dialogue),
- ethical communication as a key to good leadership, and
- specific channels possible and desirable for internal communication.

Acquired skills

Upon completion of this course, students should be able to

- use specific communication models and tools to reflect upon and improve their own communication practices.
- clearly and convincingly present ideas to groups.
- lead group discussions.
- participate successfully in difficult conversations (dialogue).

Reflection

Our students will understand the crucial role internal communication plays in empowering an organization's internal stakeholder groups. In addition, they will realize that it is their responsibility as communication officers to have the knowledge and skills necessary to create the honest and open communication climate essential for effective organizational communication.

Prerequisites

Students must have taken PRK 3406 Introduction to Public Relations or a similar course. They must have a command of basic PR theory and concepts such as organizational structure and culture, identity, image, issues management, environmental scanning, etc.

Compulsory reading

Books:

Atkinson, Cliff. 2011. Beyond bullet points : using Microsoft PowerPoint to create presentations that inform, motivate, and inspire. 3rd ed. Microsoft

Wright, Marc, ed. 2009. Gower handbook of internal communication. 2nd ed. Gower. A selection of chapters will be obligatory, the others recommended. (This is a book students can

refer to on the job)

Recommended reading

Course outline

- What is Internal Communication
- Fundamentals of Internal Communication, Strategy
- Coorientation Model and Classical Presentation Style
- Body language
- The Mutual Learning Model
- Communication Models
- Intranet, Appreciative Inquiry, Social Media
- Internal Crisis Communication
- Leadership and Change Communication
- Internal Corporate Social Responsibility
- Storytelling and Business, Employee Engagement
- Cultural Barriers

Computer-based tools

No specified computer-based tools are required.

Learning process and workload

Students will attend lectures, make presentations in connections with lectures, make an individual presentation of a self-written case concerning their own communication style, and participate in workshops.

Tentative: 2 workshops, 8 lectures

Meeting #1: Fundamentals of Internal Communication. Course Logistics.

Meeting #2: Communication Models Review/Coorientation Model/Classic Presentation Style

Workshop #1: Body language, voice. (Class divided into smaller groups. 2 hours/group)

Meeting #3: The Mutual Learning Model

Workshop #2: Delivery of Coorientation Presentations, feedback. (Class divided into smaller groups)

Meeting #4: Mutual Learning Model: Case

Meeting #5: Communication Models/Intranet, Appreciative Inquiry, Social Media (& student presentations)

Meeting #6: Advanced Communication Skills/ Leadership and Change Communication/Crisis Communication (& student presentations)

Meeting #7: Internal Corporate Social Responsibility/Perspective/ Storytelling and Business/Employee Engagement (& student presentations)

Meeting #8: Cultural Barriers/Review

Activity	Use of hours
Lectures, including student presentations in lectures	28
Assigned reading - preparation for lectures, final exam	84
Preparation student paper / presentations in lectures	40
Workshops (smaller groups)	4
Preparation for workshops	18
Preparation for individual oral presentation	25
Final examination	1
Total recommended use of hours	200

Use of hours

28 hours lectures

4 hours of workshops x number of groups = ca. 14 hours.

3 hours of feedback

Total 45 hours

Examination

The total grade for the course is based on the following activities:

Part 1) Individual Oral Presentation: 40 %. Must be passed to pass the course

Part 2) Team Paper/Presentation: 40 %. Must be passed to pass the course

Part 3) Individual one-hour, short-answer final examination: 20 %. Must be passed to pass the

course.

Examination code(s)

PRK 36261 - Process evaluation counts 100 % towards the grade in PRK 3626 Internal Communication, 7,5 credits.

Examination support materials

No support materials permitted for the final written examination.

Re-sit examination

A re-sit is held at the next scheduled exam in the course or in agreement with the person responsible for the course. Students that have failed one of the activities are able to re-take that activity next year or by appointment with the person responsible for the course.

Additional information