MODULE **DESCRIPTOR**

MODULE TITLE	Internal corporate communication		
MODULE CODE	PR3110 (L6)	**CREDIT VALUE**	20 credits
SCHOOL	SCHOOL OF BUSINESS AND MANAGEMENT		

MODULE **AIMS**

To enable students to critically evaluate and apply theory to the practice of internal corporate communication. To enable students to explore internal communication theories, concepts and principles from domains such as strategic public relations, corporate communication, organisational communication, management communication, social influence / social psychology and communication theory. To enable participants to relate theory to the practice of internal communication.

MODULE **CONTENT**

The indicative syllabus includes:

- The concept of internal corporate communication
- Organisational context
- Internal corporate communication strategy, objectives and obligations
- Internal stakeholders
- Employee internal communication needs
- Internal communication issues relating to change and crisis communication
- Internal communication message strategies
- Communication content: written and visual messages
- Communication methods: face-to-face, print, electronic and social media
- Communication effects, evaluation and internal communication audits

INTENDED **LEARNING OUTCOMES**

On successful completion of this module a student will be able to:

1	Critically review theories that inform strategic internal corporate communication.
2	Evaluate relevant current research.
3	Critically analyse internal communication practice.

TEACHING METHODS

The learning and teaching strategy supports student achievement of the module aim and learning outcomes via interactive lectures and seminars. Lectures introduce key concepts and provide guidance for individual research. Seminar discussions will exercise and develop students' abilities to integrate theory and practice via discussion, debate, questioning and criticism.

The module is designed to enable students to exercise and develop graduate skills and attributes of: written and oral **communication**; planning and time management; autonomy; problem solving; initiative; and interpersonal skills in seminar discussions. Knowledge of the theory and practice of internal communication will enhance student employability in the fields of public relations and corporate communications.

The module is assessed through a combination of individual written work and seminar contributions. Assignment 1 is an academic essay and relates to Module Learning Outcomes 1 and 2. The assignment requires students to apply theory to practice. Students select from the theory covered on the module and discuss theory in relation to practice. Up to 5 additional marks are awarded in relation to seminar contributions including attendance, the quality and scope of in-seminar participation, and evidence of

preparation (e.g. in weeks 1-15).Assignment 2 is a strategy proposal report and relates to Module Learning Outcomes 1-3. This assignment requires students to develop an internal communication strategy proposal for an organisation. Students' proposals are justified with reference to academic literature and theory covered on the module. Up to 5 additional marks are awarded in relation to seminar contributions including attendance, the quality and scope of in-seminar participation, and evidence of preparation (e.g. in weeks 16-30).

Normally, general feedback on assignments will be provided within 15 working days, followed by individual written feedback highlighting individual strengths and improvement areas. Reflection on feedback on Assignment 1 is expected to assist students to apply their learning from feedback to the second assignment.

ASSESSMENT METHODS

This module is assessed through an Academic essay (50%) Strategy proposal report (50%).