



Course Syllabus

Course Code	Course Title	ECTS Credits
COMM-324	Internal Communication Management	6
Prerequisites	Department	Semester
COMM-321, COMM-322	Communications	Fall, Spring
Type of Course	Field	Language of Instruction
Required	Communication	English
Level of Course	Lecturer(s)	Year of Study
1 st Cycle	Dr Marcos Komodromos	3 rd , 4 th
Mode of Delivery	Work Placement	Corequisites
Face-to-Face	N/A	None

Course Objectives:

The main objectives of the course are to:

- Introduce students the history of internal communication and the evolution of employee engagement;
- Develop and apply key concepts in internal communication;
- Help students understand the evolution of internal communication as a strategic management function;
- Help students develop a critical understanding of the organisational structures, leadership and management;
- Introduce the role of internal communication in major change management programmes;
- Understand how change can be accelerated by using effective approaches to communication and engagement;
- Enable students to develop specialist knowledge and expertise in the contexts, concepts and practical tools of internal communication;
- Understand the ethical issues in complex situations, analysing organisational culture.

Learning Outcomes:

After completion of the course students are expected to be able to:

1. Critically evaluate and analyze the role of internal communication in public relations practice;
2. Describe and define internal communication and engagement models and concepts;
3. Critically evaluate and implement internal communication planning;

4. Analyze audit and research methodologies; assessing levels of communication and organisational
5. Implement the internal communication planning process and its strategic management; audiences, messaging, project management;
6. Understand and evaluate the production of management reports outlining recommendations for organisational and internal communication performance improvement.

Course Content:

The aim of this course is to enable students to develop specialist knowledge and expertise in the contexts, concepts and practical tools of internal communication. Students will enhance their understanding of best practice and theory in internal communication and also specialise in internal communication as a career. In this course students will research and develop ethical internal communication strategies and plans that assist organisations to stimulate employee engagement, change attitudes and influence behaviours.

Tracking the rise and rise of internal communication; social media and employee engagement;

Organisational culture; organizational culture defined and frameworks for changing culture;

Dimensions of Internal Communication and Implications for employee engagement;

Internal Corporate Communication and the evolution of employee engagement;

Organisation engagement and engagement communication; the state of internal communication practice; employee voice and leadership visibility;

Informed employee voice – keeping employees informed; giving employees a voice;

Communicating change; why is change communication important; which are the most influential change management models; what content do staff want in change communication;

Storytelling in serious business; why should communication professionals and senior executives pay attention to storytelling; the use of story in internal communication;

Employee dialogue: A framework for business success; the attributes of dialogue in practice; employees as stakeholders with names and faces; the implications and impact for internal communication managers.

Learning Activities and Teaching Methods:

Powerpoint and articulate presentations, tutorials, case studies, exercises, online forums, and chats.

Assessment Methods:

Participation and attendance, Mid-term exams, Presentation research project.

Required Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Excellence in Internal Communication Management	Rita Linjuan Men & Shannon A. Bowen	Business Expert Press	2016	ISBN-10: 1631576755 ISBN-13: 978-1631576751
Exploring Internal Communication: Towards Informed Employee Voice	Kevin Ruck	Routledge	2016	ISBN-10: 1472430670 ISBN-13: 978-1472430670

Recommended Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Internal Communications	Aniisu K. Verghese	SAGE Publications	2012	ISBN-13: 978-8132109662 ISBN-10: 813210966X