

INTERNAL COMMUNICATON IN ORGANIZATION

Course Syllabus

1. General Information

Course name: Internal communication in organization

Course code: MAR

Number of credits: 3

Faculty: Marketing

Instructors:

1. Nguyen Thi Phuong Dung, email: dungntp@ptit.edu.vn, 0914061182

2. Tran Thanh Huong, email: huongtt@ptit.edu.vn,

2. Objectives

This course aims to provide students basic principles of internal communication management, as related to topics of internal public segmentation, ethics, culture, communication strategies, channels, and measurement. It focuses on the influential roles that communication managers play to address the issues, challenges, and opportunities facing internal stakeholders. It integrates theories, practices, as well as current issues and cases into a comprehensive guide on how to communicate effectively with internal stakeholders, build beneficial relationships, and engage employees in the fast-changing business and media environment.

3. Abstract

Employees have long been recognized as an important group of stakeholders of the organizations. Especially in this increasingly connected, globalized, and transparent digital age, the line between internal and external is blurred. Effective internal communication is critical for the success of an organization. This course focuses on the influential roles that communication managers play to address the issues, challenges, and opportunities facing internal stakeholders. It integrates theories, , practices, as well as current issues and cases into a comprehensive guide for future internal communication managers and organizational leaders on how to communicate effectively with internal stakeholders, build beneficial relationships, and engage employees in the fast-changing business and media environment. Through lectures, discussions, and assignments, students will be equipped with effective strategies, tactics, and tools.

4. Teaching and learning methods

Lectures: 34h

In class discussion & practice: 10h

Individual reading: 1h

5. Prerequisites

Intergrated marketing communication, Organizational Leadership, Business Information Systems

6. Learning outcomes

On successful completion of this unit a student will:

1. Understand the basic principles of internal communication
2. Understand how to develop and organize an internal communication plan
3. Understand how to evaluate an internal communication plan
4. Understand the internal media

7. Assessment criteria

Learning outcomes <i>On successful completion of this unit a student will:</i>	Assessment criteria for pass <i>The student can:</i>
LO1 Understand the basic principles of internal communication in organization	<ul style="list-style-type: none">- Explain with internal communication- Explain with organizational cultures- Explain with internal communication in organization- Explain with the legal framework fits in and the future of internal communications
LO2 Understand how to develop and organize an internal communication plan	<ul style="list-style-type: none">- Explain how to develop an internal communication plan- Explain how to implement an internal communication plan- Explain the skills required for an internal communicator
LO3 Understand how to evaluate an internal communication plan	<ul style="list-style-type: none">- Explain the factors affecting internal communication activities- Explain methods of evaluating internal communication activities- Explain how to regulate internal communication activities.
LO4 Understand the internal media	<ul style="list-style-type: none">- Explain various internal media (channels, vehicles and activities)- Explain how to communicate with special groups- Explain intranets in internal communication

8. Outlines

CHAPTER 1. Organization and organizational culture

1.1. Organization

- 1.1.1. Basic concepts of organizations
- 1.1.2. Classification of organizations
- 1.1.3. Popular organizational model
- 1.1.4. Factors affecting organizational model

1.2. Organizational culture

- 1.2.1. The concept of organizational culture
- 1.2.2. Features of organizational culture

1.2.3. Functions and Non-Functions of Organizational Culture

1.2.4. Building and maintaining organizational culture

1.2.5. Influence of organizational culture on organizational communication

CHAPTER 2. Overview of internal communication in the organization

2.1. Overview of communication

2.1.1. History of communication

2.1.2. Organizational communication and communication management

2.1.3. Perspectives on the strategic use of information in the organization

2.2. Internal communication in the organization

2.2.1. Concept, role and function of the internal communication

2.2.2. Internal communication process

2.2.3. Relationships and levels of communication in the organization

2.2.4. Internal communication tools in the organization

2.3. Ethical aspects of internal communication

CHAPTER 3. Developing an internal communication plan

3.1. Defining the target audience in the internal communications suite

3.2. Specifying internal communication

3.3. Designing of internal communication message

3.4. Contents of the internal communication message

3.5. Criteria, basis for selection of internal communication tools and media

3.5.1. Criteria for selecting internal media

3.5.2. Factors influencing media choice

3.6. Making an action plan

3.7. Specifying and dividing internal communication budget

3.8. Collecting feedback

CHAPTER 4. How to organize internal communication activities

4.1. Communication configuration in the organization

4.2. Model of internal communication in the organization

4.3. Members joining internal communication activities in the organization

4.3.1. Professional staff

4.3.2. Management levels

4.3.3. Participants

4.3.4. Partners/Contributors

4.3.5. Experts

4.4. Internal communication specialist

4.4.1. The role of the internal communications specialist

4.4.2. Skills required for media insiders

4.4.3. The development of internal communication profession

CHAPTER 5. Evaluation of internal communication activities

5.1. Factors affecting internal communication activities

5.2. Methods of evaluating internal communication activities

5.3. Adjusting the internal communicator trigger

CHAPTER 6. Internal Media

6.1. Direct communication

6.1.1. The concept and role of face-to-face communication

6.1.2. Live media

6.1.3. Face-to-face communication skills

6.1.4. Measuring the effectiveness of face-to-face communication

6.2. Indirect communication

6.2.1. Communicating through story building

6.2.2. Communication based on third party

9. Required Textbook

- Nguyễn Thị Phương Dung, Internal communication in organization, PTiT.

10. Suggested Textbook

- Lyn Smith, Pamela Mounter (2008), *Effective Internal Communication*, 2nd Edition, Kogan Page, 2008.
- James Farrant, *Internal communications*, 2nd edition, Thorogood, 2003.
- Joep Cornelissen, *Corporate Communications, Theory and Practice*, Sage Publications, 2004.
- Richard J.Varey and Barbara R.Lewis, *Internal Marketing, Directions for Management*, Routledge, 2000.

11. Schedule

Slot	Main contents	Specific contents and activities	Student's tasks
1	Chapter 1.	<ul style="list-style-type: none"> Course Introduction: outline and schedule, assessment overview, course materials and guide on assignments, assessment criteria Basic concepts of organizations Classification of organizations Discuss the surrounding about an organization <p><u>Activity</u></p> <ul style="list-style-type: none"> Answer students' questions about the course's overview 	<p>After class:</p> <ul style="list-style-type: none"> Reading the course's syllabus Reading <i>the required textbook</i>
2	Chapter 1. (cont.)	<ul style="list-style-type: none"> Popular organizational model Factors affecting organizational model <p><u>Activity</u></p> <ul style="list-style-type: none"> Discuss the surrounding about organizational model and factors affecting 	<p>Before class:</p> <ul style="list-style-type: none"> Reading <i>the required textbook</i>
3	Chapter 1. (cont.) Group Assignment Coaching	<ul style="list-style-type: none"> Organizational culture <p><u>Activity</u></p> <ul style="list-style-type: none"> Discuss the surrounding about organizational culture Group assignment coaching Answer students' questions on group assignment 	<p>Before class:</p> <ul style="list-style-type: none"> Reading <i>the required textbook</i>
4	Chapter 2.	<ul style="list-style-type: none"> Overview of communication <p><u>Activity</u></p> <ul style="list-style-type: none"> Discuss the surrounding about the birth of communication 	<p>Before class:</p> <ul style="list-style-type: none"> Reading <i>the required textbook</i> <p>After class:</p> <ul style="list-style-type: none"> Do the group assignment
5	Chapter 2. (cont.)	<ul style="list-style-type: none"> Internal communication in the organization <p><u>Activity</u></p> <ul style="list-style-type: none"> Discuss the surrounding about internal communication in organization 	<p>Before class:</p> <ul style="list-style-type: none"> Reading <i>the required textbook</i>, pp. 73-104 <p>After class:</p> <ul style="list-style-type: none"> Do the group assignment
6	Chapter 2. (cont)	<ul style="list-style-type: none"> Internal communication in the organization (cont) Ethical aspects of internal communication 	<p>Before class:</p> <ul style="list-style-type: none"> Reading <i>the required textbook</i> <p>After class:</p>

Slot	Main contents	Specific contents and activities	Student's tasks
		<u>Activity</u> <ul style="list-style-type: none"> Discuss the surrounding about internal communication in organization and ethical aspects of its 	<ul style="list-style-type: none"> Do the group assignment
7	Chapter 3.	<ul style="list-style-type: none"> Defining the target audience in the internal communications suite Specifying internal communication Designing of internal communication message <u>Activity</u> <ul style="list-style-type: none"> Discuss the surrounding about the target audience in the internal communications suite 	Before class: <ul style="list-style-type: none"> Reading <i>the required textbook</i> After class: <ul style="list-style-type: none"> Do the group assignment
8	Chapter 3. (cont.)	<ul style="list-style-type: none"> Contents of the internal communication message Criteria, basis for selection of internal communication tools and media <u>Activity</u> <ul style="list-style-type: none"> Discuss the surrounding about contents of the internal communication message 	Before class: <ul style="list-style-type: none"> Reading <i>the required textbook</i> After class: <ul style="list-style-type: none"> Do the group assignment
9	Chapter 3. (cont.)	<ul style="list-style-type: none"> Making an action plan Specifying and dividing internal communication budget Collecting feedback <u>Activity</u> <ul style="list-style-type: none"> Discuss the surrounding about internal communication plan 	Before class: <ul style="list-style-type: none"> Reading <i>the required textbook</i> After class: <ul style="list-style-type: none"> Do the group assignment
10	Chapter 4.	<ul style="list-style-type: none"> Communication configuration in the organization Model of internal communication in the organization <u>Activity</u> <ul style="list-style-type: none"> Discuss the surrounding about communication configuration in the organization and model of internal communication in the organization 	Before class: <ul style="list-style-type: none"> Reading <i>the required textbook</i> After class: <ul style="list-style-type: none"> Do the group assignment
11	Chapter 4. (cont.)	<ul style="list-style-type: none"> Members joining internal communication activities in the organization <u>Activity</u> <ul style="list-style-type: none"> Discuss the surrounding about members joining internal communication 	Before class: <ul style="list-style-type: none"> Reading <i>the required textbook</i> After class: <ul style="list-style-type: none"> Do the group

Slot	Main contents	Specific contents and activities	Student's tasks
		activities in the organization	assignment
12	Chapter 4. (cont.)	<ul style="list-style-type: none"> Internal communication specialist <u>Activity</u> <ul style="list-style-type: none"> Discuss the surrounding about internal communication specialist 	Before class: <ul style="list-style-type: none"> Reading <i>the required textbook</i> After class: <ul style="list-style-type: none"> Do the group assignment
13	Middle exam	<ul style="list-style-type: none"> Students will be given a case study/a scenario with some relevance to topics being discussed in the course, and be asked to discuss or explain their point of view in a limited amount of class time Group assignment coaching Answer students' questions on group assignment 	Before class: <ul style="list-style-type: none"> Reading <i>the required textbook</i> After class: <ul style="list-style-type: none"> Do the group assignment
14	Chapter 5.	<ul style="list-style-type: none"> Factors affecting internal communication activities <u>Activity</u> <ul style="list-style-type: none"> Discuss the surrounding about factors affecting internal communication activities 	Before class: <ul style="list-style-type: none"> Reading <i>the required textbook</i> After class: <ul style="list-style-type: none"> Do the group assignment
15	Chapter 5. (cont.)	<ul style="list-style-type: none"> Methods of evaluating internal communication activities <u>Activity</u> <ul style="list-style-type: none"> Discuss the surrounding about methods of evaluating internal communication activities 	Before class: <ul style="list-style-type: none"> Reading <i>the required textbook</i> After class: <ul style="list-style-type: none"> Do the group assignment
16	Chapter 5. (cont.)	<ul style="list-style-type: none"> Adjusting the internal communicator trigger <u>Activity</u> <ul style="list-style-type: none"> Discuss the surrounding about adjust the internal communicator trigger 	Before class: <ul style="list-style-type: none"> Reading <i>the required textbook</i> After class: <ul style="list-style-type: none"> Do the group assignment
17	Chapter 6.	<ul style="list-style-type: none"> Direct communication <u>Activity</u> <ul style="list-style-type: none"> Discuss the surrounding about direct information 	Before class: <ul style="list-style-type: none"> Reading <i>the required textbook</i> After class:

Slot	Main contents	Specific contents and activities	Student's tasks
			<ul style="list-style-type: none"> Do the group assignment
18	Chapter 6. (cont.)	<ul style="list-style-type: none"> Communicating through story building <i>Activity</i> Discuss the surrounding about communicating by way of story building 	<p>Before class:</p> <ul style="list-style-type: none"> Reading <i>the required textbook</i> <p>After class:</p> <ul style="list-style-type: none"> Do the group assignment
19	Chapter 6. (cont.)	<ul style="list-style-type: none"> Communications based on third party <i>Activity</i> Discuss the surrounding about communications through a third party 	<p>Before class:</p> <ul style="list-style-type: none"> Submitting research project report Preparing and submitting slides for oral presentation
20	Oral presentations of group assignment	<ul style="list-style-type: none"> Oral presentation of group research project by groups of students Q&A on each research project Each oral presentation must not be longer than 15 minutes Feedback by giving comments on the group assignment 	<p>Before class:</p> <ul style="list-style-type: none"> Submitting research project report Preparing and submitting slides for oral presentation
21	Oral presentations of group assignment	<ul style="list-style-type: none"> Oral presentation of group research project by groups of students (must not be longer than 15 minutes) Q&A on each research project Feedback by giving comments on the group assignment 	<p>Before class:</p> <ul style="list-style-type: none"> Submitting research project report Preparing and submitting slides for oral presentation
22	Oral presentations of group assignment General review and discussion	<ul style="list-style-type: none"> Oral presentation of group research project by groups of students (must not be longer than 15 minutes) Q&A on each research project Give comments on the group assignment Give a general review of the course's 	<p>Before class:</p> <ul style="list-style-type: none"> Submitting research project report Preparing and submitting slides for oral presentation

12. Grading Policy

	Assignment	Importance
--	-------------------	-------------------

1	Class participation/In class activities	10%
2	Midterm exam (individual)	10%
3	Group assignment	30%
4	Final exam (individual)	50%

Class participation

Note: Punctual and regular attendance is a minimum expectation for this course. The students must not be absent more than 20% of total scheduled learning slots.

Midterm exam

In the 13th slot, students will be given a case study/a scenario with some relevance to topics being discussed in the course, and be asked to discuss or explain their point of view in a limited amount of class time

Group Assignment

This group assignment encourages students to apply knowledge and develop skills in internal communication in organization. It requires student to work with other members in an assigned group (4-5 members). The student groups are invited to choose a real firm and analyze how to planned and implemented internal communication in organization. The project is to assess students' competence level to apply knowledge on internal communication in organization to a real situation. As a result of the group project, each group must deliver a report and present it. The oral presentation of each group must be no longer than 15 minutes.

Final exam

The final exam consists of from two to three essay questions that might be related to any topic discussed in the course.