
Internal Communication and media relations

Instructor: Dr. Arnau Roig

E-mail: arnau.roig@upf.edu

Course description

Workers have become one of the main stakeholders of a company, if not the most important. Organizations nowadays should keep such internal publics among their priorities in order to create engagement, loyalty and even to improve their performance. More and more, successful organizations are defined by good internal relations and how they project onto the outside publics. In this course we will overview the main theoretical concepts in Internal Communication and reflect on their application in real life through the analysis of case studies. Furthermore, students will be required to work on their own project, researching and applying procedures than can improve the organizations through the use a strategic communication plan.

ECTS Credits:

4 ECTS credits

Specific competences:

- Understanding the main models and principles of Internal Communication theories.
- Learning to think strategically and brainstorming.
- Understanding the role of Internal Communications in business management.
- Identifying the roles and functions of Internal Communication professionals.
- Understanding the client's demands.
- Identifying targets, providing strategic solutions.

Learning outcomes:

Students will be able to:

- Apply key concepts in Internal Communication (leadership, organizational culture, etc.)
- Define and apply engagement models in Internal Communication
- Implement and evaluate critically Internal Communication planning

Content:

INTRODUCTION

Internal Communication: Overview

ANALYSIS

Surveys

Audits

RESEARCH

Research Topics: Professional and Academic

IMPLEMENTING

Creating a communication Plan

Channels and Formats

Publics and Audiences

WORKERS PERSPECTIVE

Workers as Stakeholders

Engagement

ORGANIZATION PERSPECTIVE

Leadership and Management

Organizational Culture

Method of presentation

The course will be based in short theoretical lectures complemented with a high component of case-study discussion and analysis in a seminar format. Students will be asked to prepare academic material, engage in written activities and debates, and deliver oral presentations.

The course will also foster class debates on the different topics. Students are encouraged to come prepared to class and participate in such discussions.

Course assessment

Attendance/Participation (includes class debates): 30%

Short written activities: 20%

Final Project: 50%

Course schedule:

2nd trimester. Tuesdays 11:30-13:30

Required and Recommended reading

CORNELISSEN, J. Corporate Communications: Theory and Practice. Londres: Sage, 2004.

FITZPATRICK, L. Internal Communications: A Manual for Practitioners (PR in Practice). Londres: Kogan Page, 2014.

WRIGHT, M. Gower Handbook of Internal Communication. Londres: Routledge, 2009.

***The instructor will make available different articles and chapters that are not in the library through eCampus*