

**Summary Information**

Module Code	5003BPR
Formal Module Title	Corporate Communications
Owning School	Business and Management
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 5
Grading Schema	40

**Teaching Responsibility**

LJMU Schools involved in Delivery
Business and Management

**Learning Methods**

Learning Method Type	Hours
Workshop	44

**Module Offering(s)**

Display Name	Location	Start Month	Duration Number Duration Unit
SEP-MTP	MTP	September	12 Weeks

**Aims and Outcomes**

Aims	To enable students to critically evaluate the role of strategic internal communication in enabling organisations to be more effective from both a theoretical and practitioner perspective
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**After completing the module the student should be able to:**

**Learning Outcomes**

Code	Number	Description
MLO1	1	To evaluate the importance of the role of internal communication in enabling more effective organisations
MLO2	2	To evaluate the role of the internal communication professional in enabling employee engagement
MLO3	3	To analyse the underpinning theories and principles that inform the strategic internal communication role

## Module Content

Outline Syllabus	The internal communication concept Organisational culture, power and communication Understanding internal stakeholder needs Internal communication: objectives and techniques Employee engagement Communicating during change
Module Overview	This module enables you to critically evaluate the role of strategic internal communication in enabling organisations to be more effective from both a theoretical and practitioner perspective.
Additional Information	All course and additional material available on Canvas

## Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Essay	essay	100	0	MLO1, MLO2, MLO3

## Module Contacts

### Module Leader

Contact Name	Applies to all offerings	Offerings
Michael Swain	Yes	N/A

### Partner Module Team

Contact Name	Applies to all offerings	Offerings
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