

Liverpool John Moores University

Title: Corporate Communications
Status: Definitive
Code: **5003BPR** (121585)
Version Start Date: 01-08-2021

Owning School/Faculty: Business and Management
Teaching School/Faculty: Business and Management

Team	Leader
Mike Swain	Y

Academic Level: FHEQ5 **Credit Value:** 20 **Total Delivered Hours:** 44
Total Learning Hours: 200 **Private Study:** 156

Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Workshop	44

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	essay	A 4500 word essay	100	

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

Learning Outcomes

After completing the module the student should be able to:

- 1 To evaluate the importance of the role of internal communication in enabling more effective organisations
- 2 To evaluate the role of the internal communication professional in enabling employee engagement
- 3 To analyse the underpinning theories and principles that inform the strategic internal communication role

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

essay	1	2	3
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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

Learning Activities

Workshops, guest speakers, online activities

Notes

All course and additional material available on Canvas