

## Liverpool John Moores University

Title: Corporate Communications  
Status: Definitive  
Code: **5503IACTPR** (126036)  
Version Start Date: 01-08-2019

Owning School/Faculty: Business and Management  
Teaching School/Faculty: Kolej IACT SDN BHD

Team	Leader
Keith Thompson	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 Evaluate the importance of the role of internal communication in enabling more effective organisations
- 2 Evaluate the role of the internal communication professional in enabling employee engagement
- 3 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**

Course details and supplementary materials available via Canvas.