

**Summary Information**

Module Code	6008LBSBW
Formal Module Title	Corporate Communications
Owning School	Business and Management
Career	Undergraduate
Credits	10
Academic level	FHEQ Level 6
Grading Schema	40

**Teaching Responsibility**

LJMU Schools involved in Delivery
Business and Management

**Learning Methods**

Learning Method Type	Hours
Workshop	22

**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
------	--

**After completing the module the student should be able to:**

**Learning Outcomes**

Code	Number	Description
MLO1	1	To critically evaluate the importance of the role of internal communication in enabling more effective organisations
MLO2	2	To critically evaluate the role of the internal communication professional in enabling employee engagement
MLO3	3	To critically 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	
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
--------------	--------------------------	-----------