

Summary Information

Module Code	6608DGABW
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
LJMU Partner Taught

Partner Teaching Institution

Institution Name
Dong A University

Learning Methods

Learning Method Type	Hours
Workshop	22

Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
SEP-PAR	PAR	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 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
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