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## Internal Communication and Media Relations

**Main Instructor:** Arnau Roig Mora

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### Course description

Workers have become one of the main stakeholders of a company, if not the most important. Organizations nowadays should keep such internal publics among their priorities to create engagement, loyalty and even to improve their performance. More and more, successful organizations are defined by good internal relations and how they project onto the outside publics, for example through Media Relations.

In this course we will overview the main theoretical concepts in Internal Communication and Media Relations and reflect on their application in real life through the analysis of case studies. Furthermore, students will be required to work on their own project, researching and applying procedures that can improve the organizations through the use of a strategic communication plan, as well as being able to communicate successfully with the Media.

### The course in the study plan

*This **elective** course belongs to the subject of **Corporate Communication** of the study plan.*

### ECTS Credits

4 ECTS

### Specific competences

- Understanding the main models and principles of Internal Communication theories.
- Learning to think strategically and brainstorming.
- Understanding the role of Internal Communications and Media Relations in business management.
- Identifying the roles and functions of Internal Communication and Media Relations professionals.
- Understanding and coordinating communication actions with the media.

**Master of Arts in Communication Management**

- Understanding the client's demands.
- Identifying targets, providing strategic solutions.

### Learning outcomes

Students will:

- Apply key concepts in Internal Communication (leadership, management, organizational culture, etc.)
- Define and apply engagement models in Internal Communication
- Implement and evaluate critically Internal Communication planning and Media planning
- Understand how to deal with the Media from a Communication department in order to coordinate all communication

*Students will apply in their work and learning several of the Sustainable Development Goals such as quality education; gender equality; decent work and economic growth; responsible production and consumption.*

### Content

#### **1. Internal Communication and Engagement.**

The field of I.C.

Engagement

#### **2. Communication Planning**

Steps of the plan: Research, Strategy, Implementation, Evaluation.

#### **3. Leadership**

Management and Leadership.

Employee Relations.

#### **4. Diversity**

Diversity in the workplace.

Diversity and engagement.

Diversity and leadership.

**5. Trends in Management**

Agile Methodologies.

Non-Violent Communication.

**6. Media Relations**

Publics and Segmentation.

Actions with the media.

New Technologies.

Ethics and behavior

**Course Learning****Method of presentation**

The course will be based on short theoretical lectures complemented with a high component of case-studies discussion and analysis in a seminar format. Students will be asked to prepare academic material, engage in written activities and debates, and deliver oral presentations.

The course will also foster class debates on the different topics. Students are encouraged to come prepared to class and participate in such discussions.

**Course assessment**

Evaluation is part of the learning process because it is understood as a mechanism to learn and provide feedback to this process. For this reason, the assessment of this course is continuous.

Assessment activities promote the achievement of learning objectives and the acquisition of skills. In this way, the students will be evaluated while they do the activity, and they will acquire feedback.

Continuous evaluation:

**Final project (40%)**

Students will decide on a personal project that can be: Practical (IC Plan) or Academic (Lit. Review). The project can be individual or in group, and will be delivered with a presentation on week 7.

**Attendance /Participation (30%)**

Apart from the student's attendance and regular participation (20%), all students will be graded on their preparation and performance of 1 class debate (10%)

**Media Relations Section (30%)**

During the Media Relations section of the course, there will be several written activities that the students will hand in. No late submissions accepted. These activities will be explained in class and some class time will be given to students to prepare them.

**Course schedule**

Day      Content

09/01	<b>Internal Communication and Engagement</b>  Defining the field, the relationship with employees and engagement. Centrality of Engagement in Internal Communication.
16/01	<b>Communication Planning I</b>  How to make a communication plan: research, goals and objectives, publics and audiences.
23/01	<b>Communication Planning II</b>  Looking for solutions, Channels and formats, Implementation, Coordination, Evaluation.
30/01	<b>Leadership</b>  Management and Leadership: leader as an individual, leader in a group. Employee Relations, case studies, critical thinking and leadership. In-class debate exercise (10%)
06/02	<b>Diversity</b>  Diversity: definition, Sustainable Development Goals, types of diversity. Planning for diversity: the problems and advantages of a diverse workplace. Diversity in Leadership and Culture. Engagement and Diversity.

13/02	<b>New Trends in Management</b> Agile Methodologies: Agile, Scrum, Kanban. Non-Violent Communication Using CSR Internally Ethics and Sustainability in Communication
20/02	<b>Communication Plans: Presentations</b>
27/02	<b>Media Relations I</b> Intro to Media Relations. Mapping media relations, publics, coordination of information.
05/03	<b>Media Relations II</b> Applied Media Relations. Press Releases, Conferences, Notes, Announcements and Calls Short Activity I: Create a media toolkit and write a press release (15%)
12/03	<b>Media Relations III</b> Visibility on the media: Interviews, content branded, events, sponsorship, participation on podcasts and TV programs, etc. Short Activity II: Create a media relations strategy for a company, NGO or institution (15%)

### Late Assignments

If you are unable to turn in an assignment on time because of a documented illness or family tragedy, you will not be penalized for turning in work late, provided you present your written excuse within one week of returning to class. If you must turn in work late for other reasons, **2 points** will be deducted from the grade on the assignment for each day (each weekday, not class day) that it is turned in late. The first late day begins right after the assignment's deadline, unless another time is designated. Thus, if an assignment's deadline is at 19:00h, a student submitting his/her assignment at 19:01 will lose 2 points. This policy applies to all assignments, including the research proposal. As per the syllabus, I will not accept any assignments emailed to me. You can always upload an assignment after the due date, and I will mark it late as appropriate.

### Plagiarism

All written work submitted in this course is to be expressed in your own words. Text copied from a book, a website, another student's paper, your own previous work or any other source is not acceptable if not clearly quoted. In any individual or group assignment or presentation, you must indicate the sources of all borrowed texts, ideas or facts that go beyond common knowledge. Using third-party sources without being duly attributed would be considered plagiarism, be it intentional or not. Any work written, developed, created, or inspired by artificial intelligence (AI) is considered plagiarism and will not be accepted, unless otherwise instructed. For quoting sources you must always use the recommendations of the APA style. Penalties for plagiarism may range from a failing grade on the assignment with no make-up opportunity, to a failing overall grade in the course and notification to the BSM Dean.

### Required reading

CORNELISSEN, J. (2020). *Corporate Communications: Theory and Practice*. Sage.

FITZPATRICK, L. *Internal Communications: A Manual for Practitioners (PR in Practice)*. Londres: Kogan Page, 2014.

WRIGHT, M. *Gower Handbook of Internal Communication*. Londres: Routledge, 2009.

*\*\*The instructor will make available different articles and chapters that are not in the library through eCampus*

### Recommended reading

D'APRIX, R. M. (2001). *Communication in the 21st Century Workplace: The Challenges, the Needs, and the Answers*. International Association of Business Communicators.

EWING, M., MEN, L. R., & O'NEIL, J. (2019). *Using Social Media to Engage Employees: Insights from Internal Communication Managers*. *International Journal of Strategic Communication*, 13(2), 110–132.

MCDONALD, J. (2015). *Organizational Communication Meets Queer Theory: Theorizing Relations of Difference Differently*. *Communication Theory* 25, 310-329.

MEN, L. R. (2014). *Strategic Internal Communication: Transformational Leadership, Communication Channels, and Employee Satisfaction*. *Management Communication*

Quarterly, 28(2), 264–284.

PARKER, P. S. & MCDONALD, J. (2019) *Difference, Diversity and Inclusion*. Movements in Organizational Communication Research. Routledge.

TENCH, R., & YEOMANS, L. (2009). *Exploring public relations*. Pearson Education.

WELCH, M., & JACKSON, P. R. (2007). *Rethinking internal communication: A stakeholder approach*. Corporate Communications, 12(2), 177.