
Internal Communication and media relations

Instructor: Dr. Arnau Roig

E-mail: arnau.roig@upf.edu

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 in order 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. In this course we will overview the main theoretical concepts in Internal Communication 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.

ECTS Credits:

4 ECTS credits

Specific competences:

- Understanding the main models and principles of Internal Communication theories.
- Learning to think strategically and brainstorming.
- Understanding the role of Internal Communications in business management.
- Identifying the roles and functions of Internal Communication professionals.
- Understanding the client's demands.
- Identifying targets, providing strategic solutions.

Learning outcomes:

Students will be able to:

- 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

Content:

- **INTRODUCTION:** Internal Communication: Overview
- **WORKERS PERSPECTIVE:** Workers as Stakeholders; Individual Outcomes (Commitment, trust, motivation, satisfaction, improved performance, etc.)
- **ORGANIZATION PERSPECTIVE:** Leadership and Management; Organizational Outcomes
- **ANALYSIS:** Channels and Formats; Publics and Audiences; Effects
- **RESEARCH:** Audits; Research Topics: Professional and Academic
- **IMPLEMENTING:** Problem solving; Client briefing; Creating a communication Plan

Method of presentation

The course will be based in short theoretical lectures complemented with a high component of case-study 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

Attendance/Participation (includes class debates): 30%

Short written activities: 20%

Final Project: 50%

Course schedule:

2nd trimester. Tuesdays 11:30-13:30

Required and Recommended reading

The required and recommended readings will be made available by the teacher in the course pack before the first day of class.