Organizational Communication

Instructor: Leila Mohammadi
E-mail: Leila.mohammadi.14@gmail.com

Course description

Organizational communication is a mechanism for developing and managing a set of long-term strategic relationships with the public or stakeholders to enhance overall performance of the organization.

Organizational communication is one of the essential conditions for building and managing a successful corporation Its impact on corporate identity, image and reputation makes it an important part of every organization strategy.

This course provides an overview of the principles and practices of organizational communication. Using real-world examples to help students connect theory to practice. The themes of culture of organizations, role of communication in organizations, communication audit, public relations, organizational communication specialties, stakeholders, Corporate Social Responsibility, ethics, and sustainability in the context of organizational communication will be explored.

ECTS Credits

4 ECTS Credits

Specific competences

The students will learn:

o   The concept of organizational communication, its characteristics, and its role in the organizations.

o The role of organizational communication in building and maintaining relationships with the stakeholders.

o The key issues: corporate social responsibility, reputation management, corporate branding, corporate identity, integrated communication

o Different approaches to developing corporate communication strategies and to implementing communication programs.

o The key activities and skills in specific disciplines including crisis communication, employee communication and community relations

Learning outcomes

The students will

o Acquire an extensive knowledge of organizational communication concept and all related key concepts.

o Be able to identify and develop corporate communication strategies and implementing communication programs

o Acquire different skills in specific disciplines including crisis communication, employee communication and community relations.

Content

1. Communication & organizational communication
   - Defining communication
   - The communication process
   - Organizational communication overview
   - Characteristics of organizational communication

2. Organizational cultures & management philosophies
   - Organizational culture
   - Management philosophies

3. Types of organizations
   - Private company
   - Public agency
   - NGO

4. The role of communication in organizations

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- Mission, vision, values
- Corporate identity, branding and corporate reputation
- Brand purpose

5. Stakeholder management and communication
   - Stakeholder management
   - Stakeholder communication
   - Stakeholder engagement
   - Map of stakeholders

6. Public relations
   - Defining public relations
   - Fundamental concepts
   - IMC
   - Convergence

7. Corporate Social Responsibility (CSR) and community
   - Defining corporate social responsibility
   - Communicating about corporate social responsibility
   - Community relations

8. Specialist areas in corporate communication
   - Internal communication
   - Lobbying
   - Digital media
   - Issues management
   - Events
   - Media relations
   - Employee communication
   - Issues management
   - Crisis communication

9. Communication audit
   - The importance of communication audit
   - Conducting communication audit

10. Ethics and sustainability in the communication of organizations

Method of presentation

The course dynamic combines different teaching styles: Lectures, case studies, readings, and debates. Every session includes a lecture presentation of the main concepts of the mentioned topics, case studies and some readings as a matter of debate.

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Activities (30 hours) include:

Lectures (10 hours)

Debates and class discussion (5 hours)

Practical exercises and activities (5 hours)

Tutorial (4 hours)

External professional visits (6 hours)

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 at the same time that they do the activity, and they will acquire the feedback.

Continuous evaluation: will be carried out through activities that the student must solve during the semester. The continuous evaluation consists of class participation, individual assignment, and group activity.

Participation: students are expected to attend the classes, participate to class debates, read the lectures properly and discuss it in the small groups in the class.

Individual assignment: a written report of a case study which will be explained in detail in the class.

Group activity: analyzing the organizational communication of a case study. The details of the activity will be provided at the beginning of the course.

The final grade will include:

Participation: (Attendance: 10%; Debate, discussion, readings: 30%)

Individual assignment: 30%

Group activity: 30%

Required reading

Will be given to the students at the end of each class.

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Recommended reading

Argenti PA. **Corporate communication**. 3rd ed. Boston: McGraw-Hill/Irwin; 2003.

Balmer JM. **The corporate identity, total corporate communications, stakeholders' attributed identities, identifications and behaviours continuum.** European journal of marketing. 2017;51(9/10):1472–502.

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Eskerod, P., Huemann, M., & Savage, G. (2015). **Project stakeholder management**—Past and present. Project management journal, 46(6), 6-14.

Grunig JE, Grunig LS. **Toward a Theory of the Public Relations Behavior of Organizations: Review of a Program of Research**. Public relations research annual. 1989;1(1-4):27–63.

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Review and Implications From 1998 to 2007. Business & society. 2010;49(1):35–67.

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McDonald J, Mitra R. **Movements in organizational communication research: current issues and future directions**. McDonald J, Mitra R, editors. London: Routledge; 2019.

Meisenbach RJ. **Integrating Ethics and Responsibility Into Organizational Communication Research: Issues and New Directions.** Management communication quarterly. 2017;31(1):146–52.

Stokes A. **A Study in the Relationships Between Organizational Structures and Public Relations Practitioner Roles.** Digital Commons @ University of South Florida; 2005.