



UNIVERSITI TEKNOLOGI MARA

CMP551: INTERNAL COMMUNICATION

Course Name (English)	INTERNAL COMMUNICATION APPROVED
Course Code	CMP551
MQF Credit	3
Course Description	<p>This course is offered to communication management and policy students to equip them with thorough understanding of the functions of internal communication in organisation. It will provide knowledge and skills on how employee communication programs could increase organisational value. Students will be exposed to framework for best practices in managing internal communication. Students will have opportunities to investigate issues that challenge internal communication by analyzing real case studies and designing possible solutions for the benefits of the organisation. It seeks to develop students' ability to integrate skills and knowledge on putting media vehicles strategically for communication purposes in the organisation. In addition, students should enhance their communication skills, both written and oral, through a thorough understanding of the strategies and techniques applied in managing employees. This course will complement student's knowledge on basic human resource management towards providing a competent internal communication executive in the work place.</p>
Transferable Skills	Communications Skills, Motivation/Initiative and Flexibility and adaptability
Teaching Methodologies	Lectures, Blended Learning, Case Study, Discussion, Presentation, Journal/Article Critique, Industrial Talk
CLO	<p>CLO1 Explain internal communication concepts, functions, strategies and impacts to the organisation</p> <p>CLO2 Report in writing the internal communication best practices in organisation.</p> <p>CLO3 Prepare and demonstrate the plan to execute an internal communication program.</p>
Pre-Requisite Courses	No course recommendations
Topics	
1. Setting the scene 1.1) What is internal communication 1.2) The history 1.3) The functions and roles of internal communication in organization 1.4) . Challenges for internal communication specialist	
2. Communicating with Audiences 2.1) Knowing the audience 2.2) Understanding internal stakeholders 2.3) Developing Audience Profile	
3. Theories into Practice 3.1) The four cultures of the organization 3.2) The process of communication in the workplace 3.3) Individual or mass target of internal communication 3.4) Theoretical framework – semiotics, hierarchy of needs and the cooperative model 3.5) Understanding computer mediated communication and challenges to internal communication	
4. Internal Communication and Change Management 4.1) . Organizational and change 4.2) . Change management and internal communication 4.3) . The role of internal communication and values during change management 4.4) . Goals, Strategies and Tactics in Change Management	

<p>5. Managing Communication: Crafting Effective Messages</p> <p>5.1) Messages to Internal Audience 5.2) The Purpose of Messages 5.3) Types of Messages 5.4) Crafting Messages 5.5) Effective Messages</p>
<p>6. Channels, Vehicles and Activities: Traditional Communication Tools</p> <p>6.1) Face-to-face Communication 6.2) Print 6.3) Video 6.4) Events 6.5) Corporate Social Responsibility Program</p>
<p>7. Channels, Vehicles and Activities: Online Communication Tools</p> <p>7.1) . Intranet 7.2) . E-mail & Newsgroup 7.3) . Instant Messaging 7.4) . Website and Blog 7.5) . Social Media Networking & Applications 7.6) . Database 7.7) . Integrating Media for Effective Internal Communication</p>
<p>8. Organizing, budgeting and using the internal communication</p> <p>8.1) . Positioning Employee Communications 8.2) . Structuring Employee Communications 8.3) . Budgeting for Employee Communications</p>
<p>9. Internal Communication: Laws & Ethics</p> <p>9.1) Basic Labour Law in Malaysia 9.2) Internal Communication and Legislation 9.3) . Managing Employees Communication and Ethics 9.4) Professionalism and ethical consideration</p>
<p>10. Enhancing Employee-to-Employee Communication</p> <p>10.1) Face-to-face strategy 10.2) Training and Strategic Considerations 10.3) Creating communities online 10.4) Guidelines for effective employee communication</p>
<p>11. Measuring the value of internal Communication</p> <p>11.1) What do you want to measure 11.2) Methodology – focus group, executive interviews, benchmarking, audit and survey 11.3) Looking back and onwards</p>
<p>12. The fourth Industrial Revolution and Internal Communication</p> <p>12.1) The fourth Industrial Revolution and impacts to organisation 12.2) Setting internal communication strategies 12.3) Workplace and adapting internal communication</p>
<p>13. Key Issues, Best Practices and the future</p> <p>13.1) . Issues in Internal Communication 13.2) . Setting Internal Communication Strategies for Success 13.3) . Best practices of internal communication 13.4) . Internal communication – job of the future</p>

Assessment Breakdown		%	
Continuous Assessment		100.00%	

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Individual assignment to measure students' knowledge and understanding of internal communication practices in organisation.	20%	CLO2
	Final Test	Test designed to cater learners understanding analytically on internal communication concepts, functions, strategies and impacts to the organisation.	40%	CLO1
	Group Project	A group project consist of an internal communication plan and a template of communication toolkits to convey organisational message to the employees.	40%	CLO3

Reading List	Recommended Text	<ul style="list-style-type: none"> • Barton, P 2014, <i>Maximizing internal communication</i>, Aviva Publishing USA • Ruck, K 2015, <i>Exploring internal communication: Towards informed employee voice</i>, Gower Publishing Surrey
	Reference Book Resources	<ul style="list-style-type: none"> • Cowan, D 2017, <i>Strategic internal communication: How to build employee engagement and performance</i>, Kogan Page. London • FitzPatrick L. & Valskov, K 2014, <i>Internal communications: A manual for practitioners</i>, Kogan Page. London: • Men, R.L. & Bowen, S.A 2017, <i>Excellence in internal communication management</i>, Business Expert Press New York • Rita, L.M & Shannon, A.B 2016, <i>Excellent in Internal Communication Management</i>, Business Expert Press New York
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	