

# COURSE DETAIL

## INTERNAL COMMUNICATION

**Country**

Denmark

**Host Institution**

Aarhus University

**Program(s)**

Aarhus University

**UCEAP Course Level**

Upper Division

**UCEAP Subject Area(s)**

Communication

**UCEAP Course Number**

117

**UCEAP Course Suffix****UCEAP Official Title**

INTERNAL COMMUNICATION

**UCEAP Transcript Title**

INTERNAL COMM

**UCEAP Quarter Units**

8.00

**UCEAP Semester Units**

5.30

## Course Description

This course enables students to work strategically with internal communication in organizations. The purpose is threefold: to understand, explain, and critically reflect on key concepts, theories, and models relevant to the internal communication in organizations; use these to critically analyze, discuss, and assess examples of internal communication in organizations in different situations and under the influence of different contexts; and plan, prepare, and evaluate internal organizational communication material. The course covers key aspects of strategic internal communication in organizations and introduces key concepts, theories, and models within the field of internal communication, including knowledge of opinion formation as a phenomenon, organizational structures, the role and function of internal communication in an integrated strategic perspective, the interaction between communication and organization, and communication between management and employees. The course also deals with the planning and preparation of different types of strategic internal communication in relevant internal communication channels and media such as employee magazines, newsletters, intranet, and internal social media. The course is relevant for students who wish to work with internal communication in a strategic perspective, particularly focusing on managers and employees as active opinion makers of internal communication in relation to specific organizational situations and challenges.

### Language(s) of Instruction

English

### Host Institution Course Number

136191U003

### Host Institution Course Title

INTERNAL COMMUNICATION

### Host Institution Course Details

<https://kursuskatalog.au.dk/en/course/129610/Internal-communication>

**Host Institution Campus****Host Institution Faculty**

Arts

**Host Institution Degree**

Bachelor

**Host Institution Department**

School of Communication and Culture

**Course Last Reviewed**

2024-2025

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