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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