

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 Campus

Host Institution Faculty

Arts

Host Institution Degree

Bachelor

Host Institution Department

School of Communication and Culture

[Print](#)