

Postgraduate Diploma in Internal Communication Management – Module Outline

Understand the new workplace environment

- Understand the political, economic, structural and technical context of the 21st century workplace
- Evaluate the impact of organisational culture and structure on internal communication and assess how to manage the implications
- Understand a range of leadership and management styles and how to support managers in their communication roles
- Understand the psychology of communication: the nature of information and sense making
- Define the role and necessary skills of the internal communication manager

Develop strategies to facilitate organisational change

- Understand the nature and impact of organisational change – structural and cultural
- Evaluate the needs of different stakeholders and how best to meet these when communicating change
- Explore the implications of individual differences (eg: personality, disability, age, gender) on communication
- Develop effective internal communication strategies for reducing resistance and facilitating different types of change
- Manage the implications of communicating in an international environment

Manage the corporate communication environment

- Work with and influence senior managers, key stakeholders and others throughout the organization
- Understand the broader corporate communication and marketing context
- Explore the growing importance of brands
- Identify strategies for enhancing employee engagement
- Deal with the impact of legislation on internal communication
- Assess the impact of other communication sources on your strategy: from trades unions and works councils to external press and social media

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- Critically evaluate the benefits of multi directional communication and how best to achieve them
- Assess the value and role of social media in an internal communication context

Evaluate internal communication

- Conduct employee research to understand varying needs within the organization
- Evaluate all aspects of internal communication, and develop strategies for monitoring and maintaining effective communication on a continuous basis
- Assess strategies for acting as an internal consultant and coach
- Evaluate the growing implications of knowledge sharing on internal communication
- Anticipate and understand likely trends in social media, and the role of new technology in enabling collaboration
- Assess trends in the future of work and implications for internal communication