







Teacher(s)	Lambotte François ;Werbrouck Katja (compensates Lambotte François) ;
Language :	English
Place of the course	Louvain-la-Neuve
Main themes	This course shows the main issues of internal communication, using a series of analytical categories provided by the communication and information sciences. It presents the relations between internal communication, culture and identity of organizations. It also presents the relationship between internal communication and human resource management (HRM), and the contribution of internal communication to change management.
Learning outcomes	<p><b>At the end of this learning unit, the student is able to :</b></p> <p>Master in a reflexive and critical way a series of elements that relate to the internal communication of the organizations :</p> <ul style="list-style-type: none"> <li>• distinguishing phenomena and practices of internal communication ;</li> <li>• identify the main tools and techniques of internal communication and understand their logic ;</li> </ul> <p>1. <ul style="list-style-type: none"> <li>• distinguish the different methods of analysis of internal communication ;</li> <li>• develop a communication strategy for change ;</li> <li>• understand the relationship between internal communication and human resources management (HRM) ;</li> <li>• grasp certain normative aspects and the ethical dimension related to internal communication, in a context of multiculturalism.</li> </ul></p>
Evaluation methods	<ul style="list-style-type: none"> <li>• 1. Group work (40%) oral presentation during a plenary session and written report</li> <li>• 2. Individual assessment on comprehension of the content of the course (60%) - Oral exam</li> </ul> <p>• Second session : Individual oral exam on the complete course: 60%. The initial rating of the working group (40%) will be maintained if the group obtained 50% of the rating; otherwise, the student must present a complementary work to be fixed with the teacher.</p>
Teaching methods	<ul style="list-style-type: none"> <li>• All courses are supported by written material. At least <b>50% of the course is interactive</b> and learned through exercises. When relevant, Internal Communication professionals are invited to illustrate cases. Different communication formats are used.</li> </ul>
Content	<p><b>MAIN THEMES :</b></p> <p>The course will address the main aspects of Internal Communication, from an analytical, strategical and applicative point of view. Internal Communication is positioned as a critical management discipline that enables organizations to be more successful, both in their daily operations and during important changes. During this course we will go through all the levers that enable the optimization of <b>the experience</b> and <b>organization</b> of Internal Communication.</p> <p><b>AIMS :</b></p> <p>In this course students will:</p> <ul style="list-style-type: none"> <li>• understand the <b>position</b> and the <b>role</b> of Internal Communication in public and private organizations,</li> <li>• understand the <b>impact of new ways of working</b> on employee interactions,</li> <li>• analyze how Internal Communication can <b>contribute to the business results</b> on a daily basis,</li> <li>• understand Internal Communication <b>tools, methods and processes</b>,</li> <li>• develop an <b>Internal Communication approach and plan</b> for a specific <b>change</b> or goal in the organization,</li> <li>• distinguish and use <b>different methods to measure</b> the performance of Internal Communication,</li> <li>• understand if and how Internal Communication impacts the <b>organization's culture</b>,</li> <li>• get acquainted with certain <b>legal</b> and <b>ethical</b> matters in Internal Communication.</li> </ul> <p><b>CONTENTS</b></p> <ul style="list-style-type: none"> <li>• Role, history, trends of Internal Communication</li> <li>• Internal Communication Types, Contents &amp; Channels</li> <li>• Internal Communication target populations</li> <li>• Employee experience and engagement</li> <li>• Change Management &amp; Change Communication</li> <li>• Internal communication Measurements, Organization &amp; Planning</li> </ul>

	• Ethics & normative aspects
Faculty or entity in charge	COMU

Programmes containing this learning unit (UE)				
Program title	Acronym	Credits	Prerequisite	Learning outcomes
Master [120] in Multilingual Communication	MULT2M	5		
Master [120] in Communication	CORP2M	5		
Master [120] in Information and Communication Science and Technology	STIC2M	5		
Master [120] in Communication	COMM2M	5		
Master [120] in Human Resources Management	GRH2M	5		
Master [120] in Journalism	EJL2M	5		
Master [60] in Information and Communication	COMU2M1	5		