

Employee Communications CMPR6203

Course Outline

Description: Improve efficiency, facilitate change, support leadership and build your brand by defining employee communications and understanding your organization's culture. In this course you will explore techniques needed to recognize your employee's information needs, discover the strategies that align employee information requirements with your organizational vision, mission and goals.

Course Goals: To help ensure organizational success employees require communications that strategically and creatively focus on outcomes.

Course Objectives: At the completion of this course, the student will be able to:

- Develop communications plan for internal audiences
- Understand which communications channel is most effective for what you are trying to accomplish.
- Understand what employees need from organizational communications
- Know the role does social media plays in internal communications
- Identify how video can play a role in employee communications
- Be strategic, creative, communicators in their organization
- Effectively communicate change

Attendance Requirements:

Students are required to attend 100% of class time in order to receive a completion for this course. A grade report can be printed from myWCS.

Code of Student Conduct:

The purpose of the Code of Student Conduct is to define the general standard of conduct expected of students registered at Western University, provide examples of behaviour that constitutes a breach of this standard of conduct, provide examples of sanctions that may be imposed, and set out the disciplinary procedures that the University will follow. For the complete Code of Student Conduct: <http://www.uwo.ca/univsec/board/code.pdf>

Western Continuing Studies

Course Schedule:

Day 1

Introductions

Context: The real truth about what employees are saying about communications

The new world: What everyone ought to know about social media and employee communications

Communications Research: The four things employees want from internal communications

Day 2

Strategic Communications: Case presentation

Channels: Which one to use when

Engagement: Inspiring people to walk the talk

Communications and change: Can we improve how change is communicated in organizations?

Evaluation Method:

As part of the course/instructor evaluation, a survey will be sent to you electronically by Continuing Studies. You will be asked the following questions. Please consider these throughout the course.

1. How would you rate your overall experience?
2. Please indicate your agreement with the following statements:
 - a. The course content was relevant and valuable.
 - b. The instructor conducted class sessions in an organized, well-planned manner.
 - c. The instructor explained concepts clearly.
 - d. The instructor displayed enthusiasm and energy in conducting class sessions.
 - e. The instructor made me feel comfortable in the learning environment.
 - f. The instructor encouraged my participation and interaction.