Western ⚜ ContinuingStudies

Employee Communications
CMPR6203

Course Outline

Description:
Research suggests effective employee communication can result in improved efficiency, help facilitate change, support leadership, and build your brand. In this course we'll look at ways to better understand your organizational culture to develop strategic communication plans focused on your internal audiences. 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 by developing and evaluating employee communication plans that creatively and strategically focus on outcomes.

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

- Describe the communication process and why effective employee communication is important in today's organizations.
- Develop objectives for an organizational communication plan based on the effective research and organizational needs.
- Apply the 7 key steps of communication planning.
- Assess the effectiveness of your organizational communication plan.
- Develop strategies to assist managers/leaders in implementing successful organizational change.

Text: All material will be provided through OWL.

Evaluation: This is a graded course where a complete or incomplete will be issued. In order to receive a completion for this course, a student must:
- Participate in online forum discussions
- Complete a final quiz

Policy on Cheating and Academic Misconduct:

Academic honesty is a cornerstone of conduct at Western University. We cannot have freedom of expression without integrity. Students are responsible for understanding the nature of and avoiding the occurrence of plagiarism and other academic offences; please refer to the section on "Scholastic Offences" in the current University Academic Calendar, or on the web at http://www.westerncalendar.uwo.ca. Such offences include plagiarism, cheating on an examination, submitting false or fraudulent assignments or credentials, impersonating a candidate, or submitting for credit in any course any academic work for which credit has previously been obtained or is being sought in another course in this University or elsewhere (without the knowledge and approval of the instructor to whom the work is submitted). Students enrolled in non-degree courses are expected to abide by the University's code of conduct.

This course outline is a sample only and is subject to change.

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/pdf/board/code.pdf.

Plagiarism:

All required papers may be subject to submission for textual similarity review to the commercial plagiarism detection software under license to the University for the detection of plagiarism. All papers submitted will be included as source documents in the reference database for the purpose of detecting plagiarism of papers subsequently submitted to the system. Use of the service is subject to the licensing agreement, currently between Western University and Turnitin.com (http://www.turnitin.com).

How often will the instructor communicate with me?

I will attempt to respond to your questions or concerns within a 24 hour timeframe.

Policy on Late Assignments:

Your original response to an online discussion should be posted during the assigned week. An online week will run from Monday to Sunday. Any responses or comments to your fellow classmates can continue throughout the length of the course. This allows everyone in the class the opportunity to contribute to the discussion. A missed post will result in an incomplete in the course.
The final quiz is due on the Sunday evening of week 4. Failure to complete the quiz on time will result in a grade of 'zero' or an incomplete in the course.

When will I receive my grades?

Final grades will be available 2 weeks after the last scheduled day of the course. A grade report can be printed from myWCS.

Western Digital Badge

If you have met the course requirements for this Western approved micro-credential, you will receive an email from MyCreds to claim your digital badge. Badges are embedded with data that verifies your skills and achievements. Share them with your employer, on LinkedIn and other social media sites.

Course Schedule:

You are expected to work through the weekly lesson content found in the online classroom throughout the week. On Tuesday's we will come together over Zoom to discuss the various concepts in a live session.

Dates	Topics
Week 1: Real-time Learning (Zoom)	• Introductions • The process of communication • Context: The real truth about what employees are saying about communications • Communication and Culture
Week 2:	• Communications Research: The four things employees want from internal communications • Strategic Communications Research Methods

This course outline is a sample only and is subject to change.

Real-time Learning (Zoom)	• Employee Engagement: Inspiring people to walk the talk
Week 3: Real-time Learning (Zoom)	• 7 Steps of Communication Planning • Channels: Which one to use when • Evaluating how our plan worked
Week 4: Real-time Learning (Zoom)	• What about our employees in a crisis? • Supporting leaders to be effective communicators