

## DISCIPLINE DESCRIPTION

### 1. Information regarding the Programme

|                                   |   |
|-----------------------------------|---|
| 1.1 Higher education institution  | Babeş-Bolyai University   |
| 1.2 Faculty                       | Faculty of Political, Administrative and Communication Sciences |
| 1.3 Department                    | Department of Communication, Public Relations and Advertising   |
| 1.4 Field of Study                | Communication Science   |
| 1.5 Level of Study                | Master  |
| 1.6 Study Program / Qualification | Public Relations and Advertising, English Line of Study         |
| 1.7. Form of Education            | Full time   |

### 2. Information about the Discipline

|                        |   |               |   |                      |                |                      |               |    |
|------------------------|---|---------------|---|----------------------|----------------|----------------------|---------------|----|
| 2.1. Discipline Title  | <b>Internal Corporate Communication</b> |               |   | Discipline Code      | <b>UME5313</b> |                      |               |    |
| 2.2. Course Lecturer   | Assoc. Prof. Mirela Abrudan, PhD        |               |   |                      |                |                      |               |    |
| 2.3. Seminar Assistant | Assoc. Prof. Mirela Abrudan, PhD        |               |   |                      |                |                      |               |    |
| 2.4. Year of Study     | II                                      | 2.5. Semester | 3 | 2.6. Evaluation Type | E              | 2.7. Discipline Type | Content       | DS |
|                        |   |               |   |                      |                |                      | Compulsorines | DO |

### 3. Total estimated time (hours of didactic activities per semester)

|   |   |                      |   |                                  |   |
|---|---|----------------------|---|----------------------------------|---|
| 3.1. Number of Hours Per Week – Full Time Studies | 3 | of which: 3.2 course | 2 | 3.3. seminar/laboratory/ project | 1 |
| 3.4. Number of Credits                            | 7 |                      |   |                                  |   |

### 4. Prerequisites (where applicable)

|                              |  |
|------------------------------|--|
| 4.1. based on the curriculum |  |
| 4.2. based on competences    |  |

### 5. Conditions (where applicable)

|                                 |  |
|---------------------------------|--|
| 5.1. for the course             |  |
| 5.2. for the seminar/laboratory |  |

### 6. Accumulated specific competencies

|                                  |   |
|----------------------------------|---|
| <b>Professional competencies</b> | <ul style="list-style-type: none"> <li>Defining corporate communication and other theoretic concepts in the field</li> <li>Explaining the importance of internal affairs in corporate communication processes</li> <li>Analyzing and creating communication strategies and campaigns</li> <li>Developing the capacity of creating projects in the field of corporate communication</li> </ul> |
| <b>Transversal competencies</b>  | <ul style="list-style-type: none"> <li>Communication skills</li> <li>Creativity skills</li> <li>Critical thinking</li> <li>Capacity of debating and on presenting arguments</li> <li>Capacity of predicting</li> <li>Capacity of analysis</li> </ul>  |

### 7. Discipline objectives (from the accumulated competencies grid)

|                       |   |
|-----------------------|---|
| 7.1 General objective | <ul style="list-style-type: none"> <li>By attending this course, students will acquire basic knowledge about internal corporate communication, corporate identity, corporate culture, corporate behavior, leadership, internal communication, downshifting. Using this knowledge, they will familiarize with the development flow of corporate communication being able to analyze and develop proper internal communication strategies.</li> </ul> |
|-----------------------|---|

|                         |  |
|-------------------------|--|
| 7.2 Specific objectives | <ul style="list-style-type: none"> <li>• Understanding the concept of corporate communication and internal affairs</li> <li>• Acquirement of detailed knowledge about the different types of organisations, leadership, communication management and communication tools within an organisation</li> <li>• Understanding the decisional processes in the field of internal corporate communication</li> <li>• Acquirement and ability of analysing the elements of corporate identity</li> <li>• Ability of understanding, argueing, discussing current issues in the field of internal corporate communication</li> <li>• Understanding the concept of communication networks</li> <li>• Understanding the concept of motivation and mobbing within internal corporate communication</li> <li>• Analyzing and creating strategies in the field of internal corporate communication</li> <li>• Learning to design an empirical research in order to analyze or develop an internal communication strategy</li> </ul> |
|-------------------------|--|

## 8. Contents

| 8.1 Course  | Teaching methods                  | Observations |
|---|-----------------------------------|--------------|
| 1. Types of organizations. Organizations and institutions   | Oral presentation and discussions |              |
| 2. Leadership and communication   | Oral presentation and discussions |              |
| 3. Research methods in internal corporate communication   | Oral presentation and discussions |              |
| 4. Formal and informal communication networks   | Oral presentation and discussions |              |
| 5. Corporate behavior and internal communication  | Oral presentation and discussions |              |
| 6. Corporate identity and strategic communication: corporate communication, corporate behavior, corporate culture, corporate design | Oral presentation and discussions |              |
| 7. Identity <i>versus</i> climate <i>versus</i> culture   | Oral presentation and discussions |              |
| 8. Corporate culture  | Oral presentation and discussions |              |
| 9. Internal communication and performance management  | Oral presentation and discussions |              |
| 10. Internal strategic communication: publics and targeted communication actions  | Oral presentation and discussions |              |
| 11. Internal communication in crisis situations   | Oral presentation and discussions |              |
| 12. Internal communication campaigns  | Oral presentation and discussions |              |
| 13. New communication technologies. Challenges and perspectives   | Oral presentation and discussions |              |
| 14. Final recapitulation  | Oral presentation and discussions |              |

### Bibliography:

Abrudan, Mirela (2013): Online Public Relations: Opportunities and Threats for Corporate Communication, în Balaban, Delia Cristina/Hosu, Ioan/ Mucundorfeanu Meda, PR Trend. New Media: Challenges and Perspectives, Mittweida Hochschulverlag, Mittweida, pp.107-116.

Cameron, Kim/ Quinn, Robert (2006): Diagnosing and Changing Organizational Culture: Based on the Competing Values Framework, san Francisco: Jossey-Bass.

Cismaru, Diana-Maria (2008): Comunicarea interna in organizatii, Bucuresti: Tritonic.

Cutlip, Scott/ Center, Alan/ Broom, Glenn (1994): Effective Public Relations, New Jersey: Pretince Hall.

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Grunig, James (1992): Excellence in public relations and communication management, Hillsdale: Lawrence Erlbaum Inc.

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Hofstede, Geert (1980): Culture's consequences, London: Sage.

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Iacob, Dumitru/ Diana-Maria Cismaru (2003): Organizatia inteligenta – zece teme de managementul organizatiei, Bucuresti: comunicare.ro.

Ruisinger, D. (2007): Online Relations. Leitfaden für moderne PR im Netz. Stuttgart: Schäffer-Poeschel, 2007.

Schindler, Marie-Christine, Liller, Tapio (2012): PR im Social Web. Das Handbuch für Kommunikationsprofis, 2. aktualisierte und erweiterte Auflage, Köln: O'Reilly Verlag.

Schmidt, J.-H., Paus-Hasebrik, I. & Hasebrick, U. (Hrsg). (2009): Heranwachsen mit dem Social Web. Zur Rolle von Web 2.0 – Angeboten im Alltag von Jugendlichen und jungen Erwachsenen. Berlin: Vistas.

Scott, W. Richard (2004): Instituții și organizații, Iași: Polirom.

Stanciu, Ștefan/ Mihaela Alexandra Ionescu (2005): Cultură și comportament organizațional, București: comunicare.ro.

Van Maanen, J./ Schein, E.H.: Toward a Theory of Organizational Socialization, MIT.

Van Riel, Cees (2004): Principles of Organisational Communication, Oxford: Oxford University Press.

| 8.2 Seminar / laboratory   | Teaching methods                          | Observations |
|--|---|--------------|
| 1. An introduction to the seminar's requirements   | Class discussions & fieldwork debriefing  |              |
| 2. Organizations and institutions – debate and case studies  | Class discussions & fieldwork debriefing  |              |
| 3. Leadership and communication. Management styles – debate and case studies   | Class discussions & fieldwork debriefing  |              |
| 4. Integrated research methods in internal corporate communication. Quantitative <i>versus</i> qualitative – debate and exercises                                | Class discussions & fieldwork debriefing  |              |
| 5. Formal and informal communication networks in internal communication – exercises  | Class discussions & fieldwork debriefing  |              |
| 6. Corporate behavior and internal communication. Roles and conflicts. Stress and performance – analysis and case studies  | Class discussions & fieldwork debriefing  |              |
| 7. Debate on differences between corporate identity, climate, culture. Tools for the communication of corporate identity – case studies and creativity exercises | Class discussions & fieldwork debriefing  |              |
| 8. Corporate culture and philosophy. Values and directions – debate and case studies   | Class discussions & fieldwork debriefing  |              |
| 9. Motivation and performance through internal communication. Downshifting – creativity exercises and case studies   | Class discussions & fieldwork debriefing  |              |
| 10. Internal strategic communication: publics and targeted communication actions. Plans, objectives and strategies – case studies                                | Class discussions & fieldwork debriefing  |              |
| 11. Internal communication campaigns – case studies and creativity exercises   | Class discussions & fieldwork debriefing  |              |
| 12. Internal communication in crisis situations – case studies and debate  | Class discussions & fieldwork debriefing  |              |
| 13. Discussions on specific projects' issues   | Class discussions & fieldwork debriefing  |              |
| 14. Projects' presentations  | Class discussions & fieldwork de briefing |              |

**Bibliography:**  
Abrudan, Mirela (2013), Online Public Relations: Opportunities and Threats for Corporate Communication, în Balaban, Delia

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Van Riel, Cees (2004): Principles of Organisational Communication, Oxford: Oxford University Press.

**9. The corroboration of discipline contents with the expectations of epistemic community representatives, professional associations and representative employers in the study program's corresponding field**

**10. Evaluation**

| Type of activity                  | 10.1 Evaluation criteria   | 10.2 Evaluation methods | 10.3 Weight in final mark |
|-----------------------------------|--|-------------------------|---------------------------|
| 10.4 Course                       | Evaluation of the acquired knowledge and the use of the specific terminology | Written Examination     | 50%                       |
| 10.5 Seminar/laboratory           | Project  |                         | 50%                       |
|                                   |  |                         |                           |
| 10.6 Minimum performance standard |  |                         |                           |
|                                   |  |                         |                           |

Course Lecturer, name surname and signature  
Mirela Abrudan



Date:

September

Prof. univ. dr. Ioan Hosu, Head of DCRPP,

2017

A handwritten signature in blue ink, consisting of stylized, cursive letters. The signature is positioned above a dotted line.

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