This master course was designed for the student to comprehend the different ways that research methods can be used in corporate communications settings. This course addresses several key questions such as how to plan and initiate research within large scale organizations, choosing which key areas to assess. The best assessments relate some of the communication processes to other organizational variables that are of primary concern to the functioning and success of the organization. Some of these communication processes include how task processes impact communication, the adequacy of information exchange, how well employees use communication media or technologies, differences in communication functions, the quality of communication relationships, and how communication relates to organizational outcomes or organizational strategies.

OBJECTIVES

This class focuses on

1. How to plan and initiate research within large-scale organizations
2. Assessing corporate communication processes within an organization
3. Using variety of methodologies in corporate communications
4. How to use, analyze the findings, and prepare effective corporate communication reports
5. How to use the results to develop improved communication strategies.

COURSE CONTENTS

SESSION 1
Introductory Material and Learning Goals

SESSION 2
Communication Audits as Organizational Development
Initiating and Planning an Assessment
Choosing Focal Areas to Assess
SESSIONS 3 & 4
Media Audits & Codebooks

SESSIONS 5 & 6
The Interview: The Most Basic Assessment Technology

SESSIONS 7 & 8
Focus Group Interviews

SESSIONS 9 & 10
Diagnosis through Questionnaires

SESSION 11
The International Communication Association Survey
Downs-Hazen Communication Satisfaction Questionnaire
Critical Communication Experience Survey

SESSION 12
Corporate Image and Reputation Scales

SESSION 13
How to Analyze Data and Report Results

SESSION 14
Review Session

SESSION 15
Final Exam

EVALUATION CRITERIA

Teaching methods include lectures, student discussions, and multi-media presentations dealing with corporate communication research methods. One of the key skills that I will expect you to learn is how to develop and evaluate communication research instruments. You will need to apply critical thinking skills in learning, as well as communicating key themes of research and evaluation of corporate communication. Evaluation will be based on the following:

- Attendance and punctuality 10%
- Class Participation 20%
- Focus Group Instrument 10%
- In-Depth Interview Protocol 10%
- Survey Instrument 10%
- Final Exam 40%