

Masters in
INTERNAL
COMMUNICATION
MANAGEMENT

DELIVERED BY



The power within

IN PARTNERSHIP WITH

SOLENT
UNIVERSITY
SOUTHAMPTON



I was given lots of tools and practical guidance that I was able to instantly put into practice – right from the first day – and the support provided by the tutors was amazing.

VANESSA CLANDFIELD, INTERNAL COMMUNICATIONS MANAGER, INFORMA

Introduction

The Masters in Internal Communication Management is the UK's only Masters degree to focus on the strategic practice of internal communication.

Delivered in partnership between the Institute of Internal Communication and Solent University, the programme plays a key role in the development of the profession, ensuring that IC practitioners have the knowledge and skills to influence at the highest levels in organisations.

Developed and delivered by senior IC professionals who bring a unique mix of practical experience and academic knowledge, the Masters in Internal Communication Management will equip you for increasingly strategic roles, and provide you with the confidence, gravitas and skill to make a real impact in your business at the most senior level. Acquiring Masters status means that you are demonstrating the skills and knowledge required of a practitioner at the highest level of the IoIC's profession map.

About Institute of Internal Communication

IoIC is the only independent and not-for-profit professional body solely dedicated to promoting a deeper understanding of internal communication. It represents more than 2,000 professional members, helping them build credibility, skills and knowledge to advance their careers and prove the value that effective communication brings to business, economy and society.

The Institute is the voice of internal communication and has been setting the standards for more than 72 years, driving the profession forward through qualifications, career development, thought leadership and best practice. The IoIC exists in order to help its members to be the best they can be – today, and in the future.



About Solent University

With a population of around 11,000 staff and students, Solent University offers over 200 qualifications ranging from HND to PhD, in subjects as diverse as maritime education and training, fashion and design, business, media and television, music, IT and technology.

Every year we are joined by around 10,000 additional students on short professional courses. Rated five stars for teaching and inclusiveness in the QS World Rankings, and winner of the Times Higher Education 'Most Improved Student Experience' Award 2015, the University was also awarded the 2013 Quality Assurance Agency kitemark for quality and standards of teaching and learning, and voted one of the UK's most creative universities in Which? University's 2013 and 2014 student polls.



The BENEFITS

The Masters is designed to prepare professionals for increasingly strategic roles in internal communication and add business value in a rapidly changing global organisational environment.



The knowledge and confidence you gain from completing this Masters is relatively easy to predict. What wasn't so clear at the outset was the great group of people I would meet. I now have an excellent network of internal communications professionals.

SUSIE MAY, SENIOR COMMUNICATIONS MANAGER, NETWORK RAIL

The benefits of studying for the MA in Internal Communication Management include:

- Adding immediate value by putting theory into practice in your – or your client's – organisation
- Developing your interpersonal and leadership skills and having impact at the highest level of the organisation
- Developing your strategic thinking and evidence-based decision making
- Gaining essential research and analytical skills to understand and adapt to rapidly changing business needs
- Producing a valuable piece of tailored research for your organisation
- Building a strong network of fellow strategic practitioners

By the end of the course, you will be equipped to:

- Understand the complexities of workplace culture, the psychology of communication, and the implications for your communication practice
- Develop, implement and evaluate internal communication strategies to meet rapidly changing organisational needs and build engagement and positive employee experience
- Forge leading edge approaches to communication to address the growth of technology and the radical breakdown of organisational boundaries
- Influence and coach senior managers to ensure optimum communication that meets the needs of the future, and ensure effective leadership communication at all levels
- Undertake in-depth organisational research to ensure a robust, evidence-based approach to communication interventions

Additional benefits:

- Dedicated teaching team to guide you throughout your academic journey
- Access to Solent's academic library and other support services
- Free IoIC membership for the duration of your studies, including all usual members benefits

The PROGRAMME

How is the programme organised?

The programme is designed to fit around busy working lives. Each module combines:

- A highly interactive two-day workshop in Central London
- Where circumstances prevent in-person attendance, including for international students, hybrid options will be available for all workshops
- Additional online follow-up sessions and sessions delivered by guest speakers
- Ongoing online discussion with fellow students
- Independent study focused on applying theory to the current workplace challenges you are tackling – helping you add additional value to your organisation from the start of your studies.

What will I study?

The Masters is made up of four modules, and content is constantly updated in line with latest developments within internal communication and from student feedback:

Module 1: Building blocks for communication success: Sensemaking and the organisational environment

This module sets the context for the strategic management of internal communication, equipping you to assess the practical communication implications of:

- The psychology of how we make sense of the world around us and insights from neuroscience
- Organisational culture and the local and global business environment
- Leadership styles and supporting leadership communication at all levels

Module 2: Thinking and acting strategically: How internal communication can drive the organisation forward

This module is designed to equip you with the knowledge and skills required to develop, implement and evaluate effective communication strategies to deal with the issues you are likely to encounter including change, complexity, employee engagement plus the radical impact of technology.

Module 3: Building for the future: The influential internal communication practitioner

This module equips you with the underpinning knowledge to act as a key influencer and an internal consultant at the most senior level within the organisation, including the psychology of decision making and the power of rhetoric. You will also explore current and possible leading-edge developments in organisations and appropriate communication responses, helping futureproof your practice.

Module 4: Conducting robust communication research to drive decision making

This module aims to develop your skills in working with a client to identify, diagnose, and make practical recommendations towards solving a workplace management issue through internal communication interventions, acquiring academic standard research techniques and applying them in a research project aimed at resolving a current workplace issues.

The TEAM

The Masters in Internal Communication Management is delivered by a highly respected team, all of whom combine academic knowledge with organisational experience and bring a Theory into Practice approach.

The course team:

Course Director – Liz Cochrane

Liz managed communication for major companies within the utility and pharmaceutical sectors before moving into consultancy and training. She now combines her role as Course Director with being the director of a small employee research company. Liz is a Director for the Institute of Internal Communication, with responsibility for professional development (accreditation). Liz is the author of several publications.

Module Leader – Oli Howard

Oli's main work is with the CIPD, the body for HR and the wider people profession, where he is Head of Membership. He has previously worked in senior communication roles for public and charity sector organisations, with a strong focus on internal communication. He is the lead author of the IoIC's guide to IC strategy and an alumni of the programme with Kingston University, having graduated with Distinction in 2012.

Module Leader – Domna Lazidou

Domna has a background as a practitioner and academic and is an expert in culture, communication and leadership in complex, multicultural organisations. Domna combines consultancy with leading a module for the Masters and teaching intercultural communication for business and the professions at Warwick University.

Domna has designed and runs several executive training programmes on global leadership and diverse teams for Oxford Business School as well as a popular training course on Communicating Culture Change for the IoIC. She is the co-author of "Global Fitness for Global People: How to manage and leverage cultural diversity at work".

Session Leader – Ranjit

Ranjit is a change specialist and is responsible for the sessions on change and influencing stakeholders for the Masters programme. As a trainer and consultant at ChangeQuest, she runs certified change management practitioner training and provides practical support and guidance to organisations, so they can effectively communicate and engage people in delivering successful projects and change initiatives. Ranjit wrote the Communication and Engagement chapter in the 'Effective Change Manager Handbook' and the book 'Titanic lessons in project leadership – effective communication and team building'. Ranjit is an alumni of the programme with Solent University.

Guest Speakers

The programme also includes expert guest speakers on topics such as influencing at the highest level, collaboration, neuroscience, legal and HR and social media.

[Click here to find out more.](#)

How IT WORKS

How long does it take?

The Masters is a thirteen-month programme, beginning in November every year.

How easy is it to combine the Masters with full time employment?

The programme is specifically designed to fit around busy working lives, with a total of eight days of workshops in Central London, plus an induction day at Solent University.

You will need to devote a considerable amount of time to reading, critical analysis of issues, research, preparation of assignments and participation in on-line discussion boards. The theory into practice approach and focus on your current workplace in assessments means that that you can achieve a level of integration between work and study.

How will I be assessed?

Assessment is via coursework rather than exams, and includes assignments, a management report, and assessment of on-line discussion of key topics. All assessments focus on current workplace issues.

What is the entry criteria?

You will need either a postgraduate qualification in management and business, OR a degree or professional qualification plus significant internal communication experience, OR substantial relevant experience plus evidence of achievement.

See the IoIC website for further details including the application process.

How much does it cost?

The fee to study for the Masters in Internal Communication Management is £6,500 + VAT.

What does the fee include?

The cost of the programme includes all London based workshops, access to Solent University's online library and virtual learning environment, ongoing support from the course team, supervision of management reports, one year of IoIC membership and graduation at Solent University (there will be some additional costs for graduation gowns and additional tickets to the graduation ceremony).

How do I apply?

To request the official application form, simply [click here](#). Please note that all applicants will be required to provide evidence of prior knowledge and experience and take part in a telephone interview with the course director to ascertain suitability.

[Click here to find out more](#) or get in touch by emailing prodev@ioic.org.uk.



Completing the Masters in internal communications management has given me the skills and confidence to thrive in my career. Whilst completing a degree alongside full-time employment certainly had its challenges, the hard work is certainly worth it!

HELEN KEMP, HEAD OF COMMUNICATIONS, RENEWI PLC



As an overseas student, what I particularly appreciate is how the Masters focuses on putting the latest theory into practice. The tutors are deeply professional and my fellow students just a great bunch of people. I can safely say that applying for the Masters is the best educational decision I've made.'

ULF FENSTEN MADSEN, LEAD INTERNAL COMMUNICATION ADVISOR, ØRSTED (DENMARK)

DELIVERED BY

Institute
of Internal
Communication

The power within

IN PARTNERSHIP WITH

SOLENT
UNIVERSITY
SOUTHAMPTON