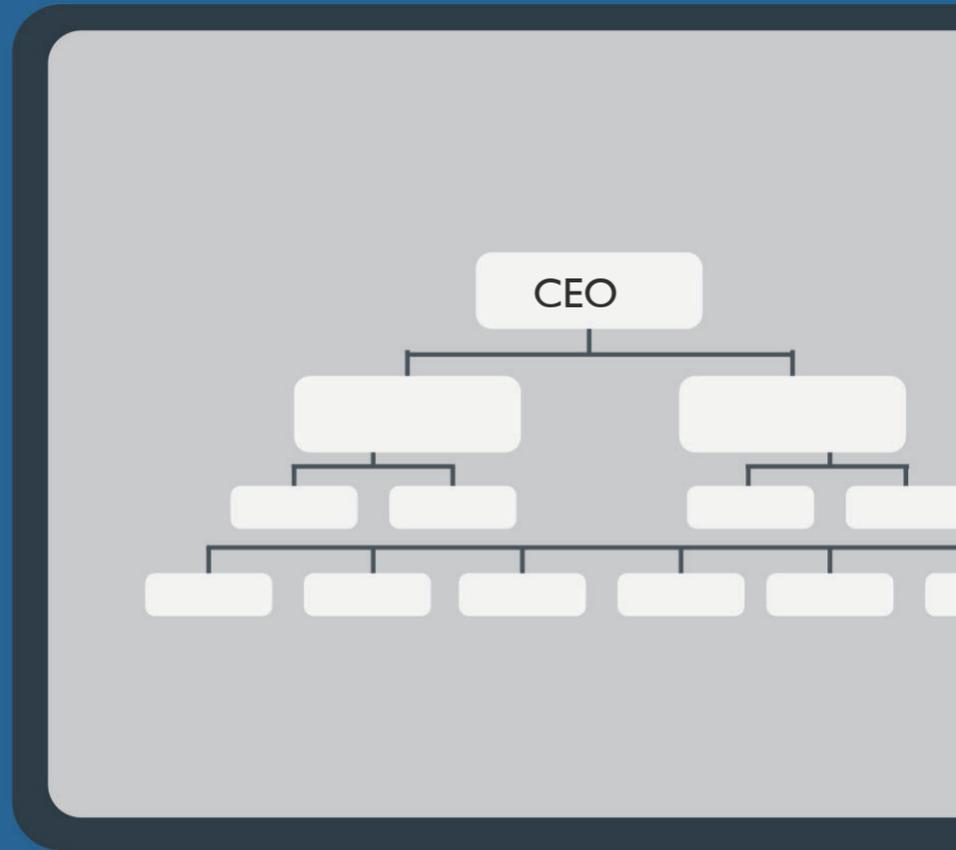


Coming together is a beginning, staying together is progress,
and working together is success.

- Henry Ford



PRAD 3045 Managing Internal Public Relations

2nd Semester 2018-2019

Course Instructor: Dr Oh Hyun Jee

Internal communication and employee relations are public relations functions dedicated to building, engaging and maintaining relationship with internal publics. This course introduces the challenges and conflict resolution processes in managing internal relations, and teaches students the importance of internal and employee communication by demonstrating how organisational messages can be conveyed effectively through its employees within the organisation.

Asset Management: The Human Dimension

Research has proven that employees' satisfaction can be improved by well-planned internal communication strategies, which can lead to better performance. In light of this, students of this course will work closely with NGOs to study their modes of communication, usefulness of internal magazines and newsletters and effectiveness of internal events. As they suggest ways of enhancing staff morale and efficiency, the NGOs will be able to offer help to those who are in need more effectively and efficiently, which is the ultimate goal of this service project.