COM 590: Employee Communication  
An independent study project proposal  
Summer 2016  
Brian Lamb School of Communication  
Purdue University

Professor:  
Office:  
Office Hours:  
E-mail:  

Student(s):  

COURSE DESCRIPTION  
Regarded as significant assets for an organization, employees have been studied in various disciplines including business, psychology, and human resources development (HRD) etc. While an increasing amount of attention has been paid to internal publics as strategic publics for an organization to build relationship with, there is few research about internal communication with systematic and comprehensive approach in public relations. Therefore, this course is designed to give an overview of internal communication, employee relations, and employee communicative behaviors (ECB) in the public relations context. Emphasis will be on establishing a foundational definition of employee communication behaviors and its measurements.

GRADING AND ASSIGNMENTS

Meetings & Reflection Essay /Question (40%): Students and instructor will meet for 1.5 hours/wk during the 8 week course per week. Students are expected to write two 1-page essays with a thought-provoking questions (not simply summarize) about the topic and about the readings every week (No more than 1 page, single-spaced, font size 12 Times New Roman, Margin 1” all sides). This reflection essay and question should not be a summary or a factual question such that students are able to find the answers easily if you do a little research. Rather, the question/reflection should come from critical thinking.

Final Paper (60%):  
This paper will be based on a review of literature on one or more topics discussed in this class. The basic purpose of this paper is to go deeper into the research on employee communication and to identify knowledge gaps in the extant research. As for the final research paper, the student is expected to write a full-length manuscript that could be submitted to a conference and/or for publication review. (Final paper due: August 5th, 2016, Fri.)
WEEKLY READINGS

WEEK 1 (June 6–June 11, 2016)
Public relations, internal publics, and internal communication


WEEK 2 (June 13–June 18, 2016)
Employee relationship, empowerment, and employee communication behavior (ECB)


**WEEK 3 (June 20 – June 25, 2016)**

**Employee voice, creativity, and employee behaviors**


WEEK 4 (June, 27-July 2, 2016)

Leadership and employee communication


Ekman, S. (2013). Fantasies about work as limitless potential - how managers and employees seduce each other through dynamics of mutual recognition. Human Relations, 66(9), 1159-1181.


WEEK 5 (July 4 - July 9, 2016)

Media, technology, and employee communication


employee race, and job seeker race on organizational attraction and information credibility. *Journal of Applied Psychology, 94*(5), 1354-1364.


**WEEK 6 (July 11 – July 16, 2016)**

**Corporate culture, identification, and internal system**


**WEEK 7 (July 18 – July 23, 2016)**

**Emotion, job satisfaction, and work attitude**


WEEK 8 (July 25 - July 30, 2016)
Ethics, corporate social responsibility (CSR), and employee behaviors


**Final paper due: August 5th, 2016, Fri.**