



 Really Media

**Master the art of
Internal Communications**



About Really Media

Really Media believes in the power of communication to shape and drive organizational success. As a full-service creative agency specializing in internal communications, employer branding, web design, and digital strategy, we work with organizations to build meaningful connections through innovative and impactful messaging.

Our approach is rooted in the fusion of creativity and strategy. We take the time to understand each client's specific challenges and goals, whether it's enhancing internal communication to increase employee engagement or developing a strong digital presence that captures and holds attention. Every initiative we undertake is designed to empower businesses to communicate more effectively, enhance brand visibility, and drive measurable results.

In addition to our work, we're passionate about sharing our expertise with students. Through our Internal Communications 101 Program, we offer final-year students the opportunity to learn the fundamentals of internal communication within organizations. This program not only equips students with valuable skills but also opens doors for potential internships and future career opportunities in the field.

Syllabus

Overview of the program

- Intro - different segments of communication in corporate (Corpocomm/Marcomm/Internal Comms)
- Why IC - Market Opportunity and Dynamics
- What can they expect?
 - You can look at this as a career opportunity

Introduction to Internal Comms

- Syllabus - Top Down/Bottom Up/Horizontal
 - Orientation
 - Ethics
 - Writing - Tone Setting
 - Designing
 - Measurement
 - Leadership Communication
 - Change Communication
 - Crisis Communication
 - HR Communication
 - General Communication
 - Campaigns
 - Ideate
 - Plan
 - Execute
 - Feedback
 - Events
 - Ideate
 - Plan
 - Execute
 - Feedback

Outcomes

- Skills gained at the end of the program

Program Duration: 12 Weeks (30 hours)

Credit: 1

Program Overview

In an era of rapid change and innovation, effective communication is paramount for an organization's growth and success. While corporate communications and marketing communications are widely recognized as essential for an organization's external outlook, Internal Communications (IC) stands equally tall as a critical function that strengthens an organization from within.

As the global workforce increasingly adopts hybrid work models, it has become more crucial than ever for organizations to keep their employees informed, engaged, and aligned. This challenge grows exponentially as organizations scale up, encountering diverse cultures and language barriers. Herein lies a significant opportunity for communication enthusiasts to explore IC as a lucrative and impactful career path.

This program is meticulously crafted to open doors for you in the field of Internal Communications. You will discover how IC serves as a vital driver of transparency, productivity, and organizational cohesion. By equipping you with the skills to leverage strategic communication, this program will empower you to dismantle barriers, foster a unified corporate culture, and advance organizational success from the inside out.

Upon successful completion of 30 hours of coursework and assignments, two top students will receive an opportunity for a paid internship at Really Media Communications, offering hands-on experience to master these skills in a professional setting.

Why Internal Communications?

As an organisation scales up, bringing in dispersed workforces, it relies on robust internal communication strategies for building trust, engaging employees, and boosting productivity. This program is designed to help you explore Internal Communications as a promising career path, empowering you to transform communication challenges into strategic opportunities and capitalize on the growing demand in this dynamic field.

What to Expect?

Throughout this program, you'll discover how to transform internal communication into a seamless, multi-channel strategy that fosters growth and unity within any organization. Whether you're looking to sharpen your skills or embark on a new career path, this program offers the tools and insights you need to make a lasting impact.

Learning Approach

The program offers a comprehensive learning experience through weekly offline sessions every Sunday over the course of 12 weeks. Each session introduces a new topic, followed by assignments

designed to reinforce learning through practical application. Students have a full week to work on these assignments, allowing them to thoroughly explore and apply the concepts learned. The following Sunday, students will discuss their assignments, participate in interactive discussions, receive peer feedback, and dive into the next topic. This structure ensures that students develop both the theoretical knowledge and practical skills necessary to excel in the field of Internal Communications.

Program Syllabus

Our comprehensive syllabus designed to cover all critical aspects of Internal Communications:

We'll start with an introduction to Internal Communications, setting the stage for you to understand its role in fostering a transparent, engaged, and productive workplace. You'll explore how strategic internal communication can connect teams, streamline processes, and support organizational goals.

- **Top-Down, Bottom-Up, and Horizontal Communication:** Master the flow of communication from leadership to employees, across teams, and back again, ensuring clarity and alignment.
- **Orientation and Ethics:** Establish a strong ethical framework and understand the importance of IC in shaping a cohesive corporate culture.
- **Writing and Tone Setting:** Learn how to craft messages that resonate and drive action, while maintaining a consistent and compelling tone.
- **Designing:** Learn how to create impactful visual communication that aligns with your brand and enhances message delivery.
- **Measurement:** Learn how to assess the effectiveness of your communication strategies, ensuring they contribute to organizational growth.

General Communication

Explore how to build a foundation for day-to-day internal communications that keep the organization connected and informed.

Leadership Communication

Explore how leaders can communicate effectively to inspire, guide, and influence their teams.

Change Communication

Learn how to manage communications effectively during times of change, ensuring smooth transitions and maintaining employee confidence.

Crisis Communication

Prepare in advance for navigating crises with communication strategies that protect your brand and sustain trust.

HR Communication

Learn how to support HR functions with clear, effective communication that enhances the employee experience.

Campaigns and Events

Master how to develop, execute, and refine communication campaigns, alongside planning and executing internal events, to align with organizational objectives to boost morale, reinforce messaging, and drive impactful results.

Outcomes (Gains)

By the end of this program, you'll have the skills to transform communication challenges into growth opportunities. You'll be equipped with:

- Multi-channel Communication Skills
- Designing Skills
- Critical thinking skills
- Analytical skills
- Management skills
- Social skills

Whether you're leading teams, managing change, or handling crises, you'll be prepared to make a meaningful impact on any organization's communication efforts.

Terms and Conditions:

Academic Status:

Applicants must be in their final year of a bachelor's/ master's degree program at an accredited college or university. The program is open to students from Mass Communications who demonstrate a strong interest in internal communications.

Institutional Selection:

The program will enroll two students from each of the six selected colleges. These institutions have been chosen based on their academic reputation and commitment to fostering communication skills among their students.

Commitment:

Students must commit to attending all weekly offline sessions held every Sunday over the 12-week duration of the program. Active participation in assignments, discussions, and peer feedback sessions is mandatory.

Evaluation:

Successful completion of all coursework and assignments is required to receive a certificate of completion. Performance will be assessed through a combination of assignments, participation in discussions, and practical application of learned concepts.

Internship Opportunity:

Upon the successful completion of the course, the two students who demonstrate exceptional understanding and application of internal communication strategies will be selected for a paid internship at Really Media Communications. This internship will commence upon the completion of their degree program.

Certification:

All students who successfully complete the course requirements will be awarded a certificate of completion, signifying their newly acquired skills and knowledge in internal communications.

Application Process:

Interested students must apply through their respective colleges. The selection process will involve a review of academic records, a statement of interest, and possibly an interview.

Requirements:

Students enrolled must have access to a PC/ Tab and Internet.