GHENT UNIVERSITY

Course Specifications

Valid as from the academic year 2026-2027

Organizations and Communication (A005955)

Course size *(nominal values; actual values may depend on programme)*

Credits 4.0 **Study time 120 h**

Course offerings and teaching methods in academic year 2026-2027

A (semester 1)	Dutch	Gent	lecture	0.0h
			excursion	0.0h

Lecturers in academic year 2026-2027

Claeys, An-Sofie	LW22	lecturer-in-charge

Offered in the following programmes in 2026-2027	**crdts**	**offering**
Master of Science in Teaching in Languages(main subject Applied Language Studies)	4	A
Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, English)	4	A
Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, English, French)	4	A
Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, English, German)	4	A
Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, English, Italian)	4	A
Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, English, Russian)	4	A
Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, English, Spanish)	4	A
Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, English, Turkish)	4	A
Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, French)	4	A
Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, French, German)	4	A
Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, French, Italian)	4	A
Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, French, Russian)	4	A
Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, French, Spanish)	4	A
Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, French, Turkish)	4	A
Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, German)	4	A
Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, German, Italian)	4	A
Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, German, Language Technology)	4	A
Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, German, Russian)	4	A
Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, German, Spanish)	4	A
Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, German, Turkish)	4	A
Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, Italian)	4	A
Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, Russian)	4	A

Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, Spanish)	4	A
Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, Turkish)	4	A

Teaching languages

Dutch

Keywords

General courses and theme courses; Organisations and communication; Corporate Communication; Internal communication; External communication; PR; Crisis communication.

Position of the course

The course unit 'Organisations and communication' (A40C) introduces various core aspects of corporate communication. To this end, the internal and external communication of organisations is placed in a cohesive framework and linked to the organisational structure.

Contents

The course unit 'Organisations and Communication' (A40C) familiarizes students with core aspects of communication from organizations with a variety of stakeholders. Both internal and external communication of organizations are discussed and connected to the organizational structure. Aspects that are covered include: identity, image and reputation, internal communication, corporate social responsibility, community relations, employee ambassadorship, developing a communication plan and crisis communication. Alongside a theoretical survey of the field of study and an introduction to key concepts and models, theory is also tried out in practice. This is done by cases that pertain to the lesson content, guest lectures that flesh out the different aspects of communication in organisations and a visit to a communication agency or communication department.

Initial competences

The general competences that may be expected from an academic bachelor, preferably in a course-related discipline.

Final competences

1 Having advanced knowledge of communication processes related to the internal communication of organisations, and based on that knowledge, reflecting on the communication of organisations.
[MC. 1.3, evaluation]

2 Having advanced knowledge of communication processes related to the external communication of organisations, and based on that knowledge, reflecting on the communication of organisations.
[MC. 1.4, evaluation]

3 Having a critical understanding of international specialist literature in the field of intercultural and multilingual communication, with an eye for new trends and different methodologies.
[MC. 2.2, evaluation]

4 Critically applying theoretical models and methods of analysis to complex problems.

[MC. 2.3, evaluation]

5 Actively following new developments both within the discipline of communication in organisations and multilingual, intercultural contexts, and within the general context of language and culture, reflecting on these critically and placing them in a broad social and intercultural context.
[MC 3.1, evaluation]

6 Underpinning their views in a scientifically justified manner and sharing these with both lay people and colleagues in a coherent and clear manner.
[MC 3.2, evaluation]

7 Making adequate use of the acquired insights into the communication of organisations.
[MC. 6.3, evaluation]

Conditions for credit contract

Access to this course unit via a credit contract is determined after successful competences assessment

Conditions for exam contract

Access to this course unit via an exam contract is unrestricted

Teaching methods

Excursion, Lecture

Extra information on the teaching methods

Lectures and a company visit.
No lecture recordings will be made available.

Study material

Type: Slides

Name: Slides
Indicative price: Free or paid by faculty
Optional: no
Available on Ufora : Yes

Type: Reader

Name: Reader
Indicative price: Free or paid by faculty
Optional: no
Language : English
Available on Ufora : Yes

References

Course content-related study coaching

Consultation by appointment; Supervision via the learning platform

Assessment moments

end-of-term assessment

Examination methods in case of periodic assessment during the first examination period

Written assessment with multiple-choice questions, Written assessment with open-ended questions

Examination methods in case of periodic assessment during the second examination period

Written assessment with multiple-choice questions, Written assessment with open-ended questions

Examination methods in case of permanent assessment

Possibilities of retake in case of permanent assessment

not applicable

Extra information on the examination methods

Written exam (100%)

Calculation of the examination mark

- Periodic evaluation: the written exam tests the knowledge about the field, using multiple choice questions and open questions.
- Participation in the excursion, a company visit, is mandatory. Non-legitimate absence (or failing to fulfill an individual assignment instead) results in the subtraction of two points.

Facilities for Working Students

-Absence from the lectures is not recommended, but allowed. Additional support materials are not automatically provided for all classes.
-A catch-up exam can be taken within the regular exam period: the work student can join the catch-up day for students who were sick.
-There is a possibility of feedback by appointment with the lecturer.