

In Progress

Please note that this Unit Profile is still in progress. The content below is subject to change.



# COMM28001 *Internal Communication Practice*

## Term 2 - 2027

Profile information current as at 07/09/2026 09:25 pm

All details in this unit profile for COMM28001 have been officially approved by CQUniversity and represent a learning partnership between the University and you (our student). The information will not be changed unless absolutely necessary and any change will be clearly indicated by an approved correction included in the profile.

## General Information

### Overview

Employees are at the heart of any organisation, so when they become disgruntled, they pose the risk of disrupting business as usual. Internal communication is a specialised function that is undertaken by strategic communicators as part of their reputation and relationship management role. In this unit, you will learn how to monitor, identify and address emerging issues affecting staff morale, engagement and participation in organisational activities, auditing the communication practices of an organisation so that you can design solutions for enhancing employee satisfaction. Professional communicators are often organisational counsellors who have the trust of both staff and senior managers, which is earned through authentic and transparent communication with both stakeholders. To prepare you for this role, this unit will develop your skills in persuasive communication, strategic and active listening, negotiation and consultation. The unit will also provide applied knowledge of internal communication research, communication audits and the design and evaluation of communication interventions. On completion of this unit, you will understand the different contexts in which internal communication is practiced and have the fundamental skills and knowledge required to develop an industry-standard internal communication strategy.

### Details

Career Level: *Postgraduate*

Unit Level: *Level 8*

Credit Points: 6

Student Contribution Band: 10

Fraction of Full-Time Student Load: 0.125

### Pre-requisites or Co-requisites

Students need to have completed 36 credit points within the Public Relations major or the Strategic Communications major prior to enrolling in this unit.

Important note: Students enrolled in a subsequent unit who failed their pre-requisite unit, should drop the subsequent unit before the census date or within 10 working days of Fail grade notification. Students who do not drop the unit in this timeframe cannot later drop the unit without academic and financial liability. See details in the [Assessment Policy and Procedure \(Higher Education Coursework\)](#).

### Offerings For Term 2 - 2027

- Online

### Attendance Requirements

All on-campus students are expected to attend scheduled classes – in some units, these classes are identified as a mandatory (pass/fail) component and attendance is compulsory. International students, on a student visa, must maintain a full time study load and meet both attendance and academic progress requirements in each study period (satisfactory attendance for International students is defined as maintaining at least an 80% attendance record).

### Website

[This unit has a website, within the Moodle system, which is available two weeks before the start of term. It is important that you visit your Moodle site throughout the term. Please visit Moodle for more information.](#)

## Class and Assessment Overview

Information for Class and Assessment Overview has not been released yet.  
This information will be available on Monday 17 May 2027

## CQUniversity Policies

All University policies are available on the [CQUniversity Policy site](#).

You may wish to view these policies:

- Grades and Results Policy
- Assessment Policy and Procedure (Higher Education Coursework)
- Review of Grade Procedure
- Student Academic Integrity Policy and Procedure
- Academic Progression Policy and Procedure
- Student Refund and Credit Balance Policy and Procedure
- Complaints Policy and Procedure
- Information and Communications Technology Acceptable Use Policy and Procedure

This list is not an exhaustive list of all University policies. The full list of University policies are available on the [CQUniversity Policy site](#).

## Previous Student Feedback

### Feedback, Recommendations and Responses

Every unit is reviewed for enhancement each year. At the most recent review, the following staff and student feedback items were identified and recommendations were made.

#### Feedback from Student Satisfaction Survey

Feedback

Clearly articulating that the assessments contribute to a professional portfolio would be beneficial

Recommendation

Re-categorise the final assessment as a Portfolio and clarify in the assessment description how it can support professional development and career outcomes.

#### Feedback from Student Satisfaction Survey

Feedback

A wider range of scholarly or academic readings would strengthen students' theoretical knowledge of the topic

Recommendation

Provide a broader range of scholarly and academic references in the E-Reading list

#### Feedback from Student Satisfaction Survey

Feedback

A guide for searching relevant readings and resources would be useful

Recommendation

Develop a guide with the library about how to use keywords and search terms related to the topic.

## Unit Learning Outcomes

Information for Unit Learning Outcomes has not been released yet.

This information will be available on Monday 17 May 2027

## Alignment of Learning Outcomes, Assessment and Graduate Attributes

Information for Alignment of Learning Outcomes, Assessment and Graduate Attributes has not been released yet.

This information will be available on Monday 17 May 2027

## Textbooks and Resources

Information for Textbooks and Resources has not been released yet.  
This information will be available on Monday 21 June 2027

## Academic Integrity Statement

Information for Academic Integrity Statement has not been released yet.  
This unit profile has not yet been finalised.