

COM 127 Communication Plan Template

Use this template to directly address business problems at hand. Information in brackets [] should be used to guide your response and removed before you submit your assignment. Include at least three references cited in APA format.

Role of Communication Team

A bigger organization's communication department is responsible for a variety of jobs and duties both within and outside the business. Both internal and external communication is a part of these duties and responsibilities. One of the main duties of the communication department is probably addressing the media and public relations. "Writing and distributing press releases would be the responsibility of the media and public relations division of the communications department." Planning press conferences, launching products, conducting interviews, and producing content for such events would likewise be covered by this section. (Stobierski, 2019). One further important task that could be investigated under the purview of a communication department is marketing and communicating with customers. This might include emailing clients on a regular basis with marketing content and advertising on social media platforms (Stobierski, 2019). Another duty that would come under the scope of a communications department is internal communication. It involves "drafting emails and memoranda announcing corporate news and initiatives" in addition to "managing internal blogs, newsletters, or other publications." In particular, according to Stobierski (2019), "drafting emails and memos announcing company news and initiatives"

Business Problem Identification

The bad feedback that Acme Widget Company has gotten due to the prerelease brake sensor not working as expected is one of the problems that the company must deal with. No matter if the brake sensor was rectified by the time the bike was officially shown to the people, the unfavorable reviews had already damaged the bike's image among bikers. One theory that helps in explaining the many ways that people might be persuaded of anything is the Elaboration Likelihood Model, or ELM as it is frequently called (Pearce, 2009, p. 626). "There are two routes to persuasion, central and peripheral," according to the ELM. As stated by Pearce (2009) on page 626, "the central route and the periphery route" The center

Southern New Hampshire University

route is more relevant to this specific challenge because it occurs after "a critical assessment of the scenario has taken place, and the suitable option that can be made with the evidence that are available" (Pearce, 2009, p. 626). In regards to the prerelease brake sensor that was not working properly, potential customers considered all of the options and decided on the course of action that made the most sense given the information that was available.

One of the other issues facing Acme Widget Company is that its staff members do not read the company's monthly newsletter. Reading the newsletter will keep staff informed about what's going on inside the firm since it contains important organizational updates. According to Communication Theories (n.d.), "how behaviors can be modified by influencing a person's intentions" (a person's actions can be altered by changing their objectives) is the subject of the Theory of Reasoned Action (TRA). "The Transtheoretical Model of Attitude states that there are two primary factors that tell a person whether or not to perform a behavior: 1) personal attitudinal judgements, which is the evaluation of the action; and, 2) social-normative considerations, which is what one believes other people think they should do" (Communication Theories, n.d) .It's feasible that the particular problem at hand is being exacerbated by both of these major factors.

The staff at Acme Widget Company doesn't read the monthly newsletter. But in my opinion, the second factor— issues pertaining to social norms—are more likely to be the root of this conduct. This happens when someone believes that because other workers aren't reading the newsletter, they don't need to either.

References

Communication Theories. (n.d.). Communication Studies. Retrieved February 5, 2021, from <https://www.communicationstudies.com/communication-theories>

Eisenberg, E. M. (2009). Organizational Communication Theories. In S. W. Littlejohn & K. A. Foss (Eds.), *Encyclopedia of Communication Theory* (1st ed., pp. 700-705). SAGE Publications, Inc. <https://doi.org/10.4135/9781412959384>

Pearce, K. J. (2009). Media and Mass Communication Theories. In S. W. Littlejohn & K. A. Foss(Eds.), *Encyclopedia of Communication Theory* (1st ed., pp. 623-627). SAGE Publications, Inc. <https://doi.org/10.4135/9781412959384>

Stobierski, T. (2019, July 18). What is Corporate Communications? Functions, Careers, and Skills. Northeastern University Graduate Programs. <https://www.northeastern.edu/graduate/blog/what-is-corporate-communications/>