

### **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 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

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.

### **Proposed External Communication Solution**

In an attempt to offset the bad evaluations, Acme Widget Company may reply addressed the reviews with an expression of regret and a kind offer to fix the customer's bike for free. This is one strategy the business might use. Rebuilding Acme Widget Company's relationship with its disgruntled customers might be a positive first step. Additionally, this would show prospective clients that Acme Widget Company is willing to go above and beyond to support its consumers and is confident in the quality of their product. Furthermore, Acme Widget Company may elect to require those who have previously posted negative reviews of the bicycle to provide a new assessment of the item once they have had a chance to ride the bike with the updated brake sensor. It's conceivable that this will show potential purchasers that this bike's brake sensor problem has been fixed. A similar strategy that Acme Widget Company might use should be to slightly change the bicycle's name to let buyers know that it has been updated. This would resemble Apple's approach of releasing many variants of the same phone

quite a bit. The two variants are almost identical, except if one model may have a larger screen. A little adjustment in the bike's name to reflect the enhanced braking sensor would alert customers to the fact that this specific model has been upgraded. Acme Widget Co. may advertise the updated bike to potential buyers on social media platforms including Twitter, Instagram, Snapchat, and TikTok. This would help to let folks know that the bike has been refurbished and is currently for sale.

### **Proposed Internal Communication Solution**

A tactic Acme Widget Company can utilize to enhance internal communication is to poll its workforce. Finding out why staff members don't read the monthly newsletter is the aim of the poll. With the use of this information, Acme Widget Company may be able to determine why their staff members aren't reading the monthly newsletter, which could point them in the direction of a viable solution. To make it easier for all of the employees to view, the monthly newsletter can be posted on Acme Widget Company's intranet. This is one strategy Acme Widget Company may use to improve the quality of internal communications inside the organization. An other strategy that Acme Widget Company might use is to provide a copy of the monthly newsletter to each employee via email. By doing this, it would be guaranteed that the staff members get the newsletter promptly and directly in their hands. Similar Acme Widget business may utilize can be to mandate that staff members show up for a monthly meeting where a management representative would go over the business newsletter with them. By doing this, the important Organizational details included in the company's monthly newsletter that is sent to the workforce would be seen and heard by the staff.

### **Theory**

#### **Supporting Theories**

Many facets of communication theory were taken into account by the chief executive officer of Acme Widget Company when he saw that staff members were not reading the monthly newsletter and that negative internet reviews of the new bike were hurting existing sales. Offering to repair all of the prerelease brake sensors without charging the owners, asking the owners to update their ratings, and rebranding the bike are a few instances of external communication strategies. A few potential fixes for the issue of inadequate internal communication are sending a copy of the newsletter via email to every employee at their place of employment, conducting a survey to find out why employees do not read the monthly newsletter, and uploading a copy of the newsletter to the company's intranet so that all employees can access it.

**External Solution**

The way that the bike will be advertised to the general public on social media platforms to spread the word about the updated braking sensor and the company's commitment to stand by their product and fix the prerelease brake sensors are two examples of how my suggested solutions for external communication are supported by communication theory. We want to advertise the improved bike on social media sites like Instagram, Twitter, Snapchat, and TikTok in order to attract our target market of millennials and generation Z. We will also send out emails and letters to all of the consumers who bought the bike with the prerelease braking sensor, apologizing for any inconvenience caused by the defective components and offering to fix their bike for free. All of the clients who bought the bike with the prerelease braking sensor will be eligible for this deal.

**Internal Solution**

My suggested solutions for improving internal communication are backed by communication theory because they will make workers more aware of what is happening within their organization and less likely to engage in workplace gossip (Eisenberg, 2009, p. 702). We will make sure that the monthly newsletter is easily accessible to every employee by first putting it on the corporate intranet and then emailing a copy of the newsletter to every employee. We will also begin hosting a monthly meeting that all staff must attend in addition to this. A management representative will go over the key components of the newsletter for that specific month at this meeting. This will guarantee that workers are getting the accurate information they need.

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## References

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