



STRATEGIC COMMUNICATION FOR SUSTAINABLE DEVELOPMENT

PROF. ARADHNA MALIK

Department of Management
IIT Kharagpur

INTENDED AUDIENCE : Elective, UG/ PG in Management/ Social Welfare

INDUSTRIES APPLICABLE TO : All major corporate houses for training in Corporate Social Responsibility/ Management of their in house foundations etc.

COURSE OUTLINE :

This course aims to provide basic formal training to budding professionals, social workers, and students in the role of strategic communication in sustainable development.

Course Goals:

1. To help the students understand the role of communication in sustainable development
2. To help students use strategic communication to solve problems of sustainable development

ABOUT INSTRUCTOR :

Aradhna Malik earned her Masters in Child Development from Panjab University, Chandigarh, India and PhD from University of Denver, USA. She has been serving Indian Institute of Technology Kharagpur as faculty in the School of Management since 2008. Aradhna teaches intercultural communication, business ethics and organizational behavior to Undergraduate, Masters and Doctoral level students. Her research and academic interests include, ageing, orality, human technology interaction, intercultural communication, communication disorders, management of public health and neuro linguistic programming (NLP).

COURSE PLAN :

Week 1:

- Introduction to sustainability communication (30 minutes)&
- Why is communication important for sustainable development (30 minutes)
- Approaches to sustainability communication (1 hr)

Week 2:

- Sociological & psychological perspectives of sustainability communication
- Sustainability communication: A systemic-constructivist perspective
- Strategies for sustainable development
- What is strategic communication?
- How is strategic communication related to sustainable development?

Week 3:

- Steps of strategic communication for sustainable development

Week 4:

- Applications of strategic communication in sustainable development
- Best practices in strategic communication in sustainable development