

## PM104 - Project Communications Management - 2 Days

### **Course Description:**

The Communications Management course addresses the planning and implementation of project Communications and Stakeholder management processes as they are integrated into the overall project plan and execution. Students, through case study based exercises, learn the tools and techniques of Communications Planning, Stakeholder Analysis and Management, Information Distribution, and Performance Reporting. Take-away templates are provided.

### **Strategic Course Goals and Objectives:**

1. An understanding of the role of various project stakeholders
2. The value (and techniques) of stakeholder analysis
3. An understanding of why up-front communications planning is a key contributor to project success
4. Why “Performance Reporting” as an essential success tool
5. An understanding of how communication planning and on-going communications management integrates with other project processes

### **Tactical Skills:**

1. Identification and analysis of project stakeholders
2. Ongoing stakeholder management
3. Understanding friends, foes and influence
4. Fluency in communication methods and tools
5. Understanding of traditional “Sender – Receiver” models and the responsibility of interpretation
6. Reporting project performance

### **Course Audience:**

This course is intended for both project team members and project managers wishing to gain a fluent working knowledge of commonly accepted best practices for planning and implementing project communications. Team members and managers looking to improve their communication skills and looking to improve their understanding of how on-going communications planning and implementation can foster project success should take this course. Students on a track to take the PMP examination should take this course.

## **Prerequisites:**

1. Concepts and Practice of Project Management or
2. Equivalent project management experience

## **Course Outline:**

### **Day 1**

- Module-1. Course Introduction
- Module-2. Project Management in Context
- Module-3. The Triple Constraint Model
- Module-4. The PMI Framework
- Module-5. Introduction to Communications Mgmt
- Module-6. Stakeholder Analysis Early in Project Planning
- Module-7. Project Communications Planning

### **Day 2**

- Module-8. Information Distribution
- Module-9. Project Performance Reporting
- Module-10. Managing Stakeholders
- Module-11. Course Closeout