

Teacher guide

Communication – Enterprise Rent-A-Car

Where does the lesson fit?

This session would serve as a standalone lesson in any module covering communication such as People in Business.



Suggested resources & activities related to Communication and Enterprise.

- Full Enterprise case study
- Communication PowerPoint
- Enterprise crossword and word search
- Enterprise MP3

Suggested timings for the session

10 mins	Starter e.g. Enterprise word search or crossword
5 mins	Use the Communication PowerPoint to discuss the topic
5 mins	Read the case study
10 mins	Questions
20 mins	Task
10 mins	What have you learned?

Answers to questions

1. Describe the steps in the communication process.

The process of communication involves a sender transmitting information in an appropriate form (channel) to ensure the message is understood by the receiver. The sender must also consider potential 'noise' or barriers to the communication being received.

2. Explain what is meant by internal communication?

Internal communication occurs within an organisation, for example, between managers in different sections, or from directors to shareholders.

3. Analyse why it is important for businesses like Enterprise to evaluate its communications.

An evaluation of communications is important to ensure that the communication is reaching the correct audience and having the correct impact. Since a lot of money may be spent on communication, it is important to ensure the communication is as effective as possible. Lessons can be learned when communication is found to be ineffective and alternative ideas can then be adopted in future.

4. Evaluate Enterprise's multi-channel approach to communicating its recruitment messages. Which channels do you think are most effective? Explain your answer.



THE TIMES 100

BUSINESS CASE STUDIES

Using a variety of communication channels increases the likelihood of the communication reaching the target audience and being effective. Enterprise uses a dedicated website for its recruitment messages. This gives potential recruits a place where they can get all the information that they need about working at Enterprise in one place. They also use a variety of social media channels such as Facebook, Twitter and LinkedIn to increase exposure of their recruitment messages. As well as these methods they communicate their recruitment messages at careers fairs and use campus brand managers.

What have you learned?

Expected learning is likely to include:

- The purpose and importance of communication
- Methods of communication
- The difference between internal and external communication
- The difference between formal and informal communication
- The importance of evaluating communication
- Barriers to effective communication.