



## Teacher guide

### Communication – Kellogg's

#### 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 Kellogg's.

- Full Kellogg's case study
- Communication PowerPoint
- Kellogg's crossword
- Kellogg's word search

#### Suggested timings for the session

10 mins	Starter e.g. Kellogg's word search
5 mins	Use the Communication PowerPoint to discuss the topic
5 mins	Read the case study
10 mins	Questions
20 mins	Task . Communication Plan
10 mins	What have you learned?

#### Answers to questions

1. What is meant by internal communication?  
Internal communication occurs within an organisation, for example, between managers in different sections, or from directors to shareholders.
2. Describe the problems that could occur with informal communication.  
The problem with informal communication is that it could result in rumours that can cause messages to be mistrusted or even convey inaccurate information.



## **THE TIMES 100**

### **BUSINESS CASE STUDIES**

3. Explain why Kellogg<sup>®</sup> needed to use different methods in its communications plan.  
Kellogg<sup>®</sup> needed to use different methods because the communications plan had a number of different objectives and required information to be passed on to different stakeholder groups. Therefore, appropriate methods needed to be chosen for each stakeholder group.
  
4. Analyse why it is important for businesses like Kellogg<sup>®</sup> to evaluate their 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 spend 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.

#### **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.