COURSE SYLLABUS

Stakeholder & Communications Management Course

Learn how to engage internal and external stakeholders through structured communication planning and targeted messaging for successful project and program outcomes.

> Group classes (Live Online) and onsite training are available for this course. For more information, email onsite@graduateschool.edu or visit: https://sdfm.graduateschool.edu/courses/stakeholder-communications-management



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Course Outline

Module 1: A Refresher: The Standard Project Management Framework

- Review the Project Management Institute (PMI) framework, the PMBOK® Guide, and the 10 knowledge areas and 5 process groups within the standard project management framework.
- Learn how stakeholder and communications management fits within the PMI framework and project lifecycle.
- Discuss the concept of the triple constraint (time, cost, scope) and its impact on stakeholder and communication planning.

Module 2: Stakeholder Identification and Analysis

- Define stakeholders and explain their importance in a project.
- Learn how to identify and analyze project stakeholders, using tools like stakeholder registers and classification techniques (e.g., power/interest grid).
- Understand the process of categorizing stakeholders based on their influence, interest, and potential impact on the project.
- Apply stakeholder analysis to a case study, identifying key stakeholders and their interests in the project.

Module 3: Planning for Effective Communication

- Learn the sender-receiver communication model and identify common barriers to communication, such as environmental, cultural, and emotional barriers.
- Understand how to select the appropriate communication media to overcome barriers and ensure effective information exchange.
- Develop a communications plan for the project, including identifying key messages, communication methods, frequency, and stakeholder considerations.

Module 4: Managing Stakeholder Expectations

- Explore how to manage stakeholder expectations, resolve conflicts, and address discrepancies between stakeholder positions and project goals.
- Learn about interest-based negotiation (IBN) and the four steps of the negotiation process: separating people from the problem, focusing on interests, brainstorming options, and basing the result on objective standards.
- Apply IBN techniques to a case study to find mutually beneficial solutions and manage stakeholder expectations effectively.