

Academic Year: ( 2019 / 2020 )

Review date: 08/12/2018 01:22:25

Department assigned to the subject:

Coordinating teacher: MOLINA CAÑABATE, JUAN PEDRO

Type: Electives ECTS Credits : 6.0

Year : 1 Semester :

## REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)

The basic admission to the master.

## OBJECTIVES

Student will acquire knowledge necessary to understand communication processes in corporations and institutions.

Student will learn to analyze and to investigate the communication processes in corporations and institutions.

Student will be able to design a corporate image, set the communication strategies needed and devise a methodology to analyze results.

Students will be able to organize and manage communication processes of a company or institution.

## DESCRIPTION OF CONTENTS: PROGRAMME

Topic 1 : Concept of corporate image. Components and construction process .

Topic 2: Communication strategies and plans.

Item 3 : Design of arguments. Rhetoric of messages.

Item 4 : Process and relationship with the media.

Item 5 : Impact analysis and effects of messages.

Item 6: Organization and management of institutional communication processes.

Project: Design of a communication plan applied to a company or institution.

## LEARNING ACTIVITIES AND METHODOLOGY

. Theoretical contextualization of the process of corporate communication within the media system: 1 ECTS.

. Research in corporate image design, impact and effect of messages: 2 ECTS.

. Development of a communication plan applied to a company or institution. Defining strategies and arguments: 2 ECTS.

. Presentation and defense of the communication plan: 1 ECTS

The educational methodology will be applied in three phases: First: working sessions with students, to set the necessary concepts on corporate image and corporate communication. This phase will be in connection with the acquisition of basic knowledge to realize the pertinent investigations.

Second: Personal tutorships about corporate image and implementation of a communication plan, where strategies, arguments and effects analysis are established.

Third: debate and defense of proposals. Improvement and write a report.

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#### ASSESSMENT SYSTEM

<b>% end-of-term-examination/test:</b>	60
<b>% of continuous assessment (assignments, laboratory, practicals...):</b>	40

The theoretical exam represents 60% of the final grade. The rest of exercises represent the remaining 40%.

#### BASIC BIBLIOGRAPHY

- Aced, Cristina Relaciones públicas 2.0: Cómo gestionar la comunicación corporativa en el entorno digital, UOC, 2013
- Costa-Sánchez, C.; Martínez Costa, S. (eds.): Comunicación corporativa audiovisual y online, UOC, 2018
- Pintado Blanco, T.; Sánchez Herrera, J.: Nuevas tendencias en comunicación estratégica, ESIC, 2017