

Academic Year: ( 2019 / 2020 )

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Department assigned to the subject: Communication and Media Studies Department

Coordinating teacher: MOLINA CAÑABATE, JUAN PEDRO

Type: Electives ECTS Credits : 6.0

Year : Semester :

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

Comunicación en la empresa has a decided humanistic nature. It's transversal and integrator of others knowledges. This course is in the final year of degree: it's recommended that the student has passed all the subjects in previous courses.

## OBJECTIVES

Students will acquire skills needed to establish the bases of good internal communication in companies. Students will be able to develop an internal communication audit and, later, a strategic internal communication plan whose ultimate goals will be: to ensure a good working conditions, to promote a sense of membership, to find and retain talent, to work collaboratively and to share and to store information properly.

## DESCRIPTION OF CONTENTS: PROGRAMME

The schedule of this subject starts in the origin of the classical internal communication and its involvement with human resources departments and reach the 2.0 modern internal communications, which depends directly on the communications department. The student will use various tools 2.0 applied to internal communication. Knowledge and skills learned during the course will take the student to the development of an audit and developing a strategic plan for internal communication.

UNIT 1: Introduction to communication within their traditional, offline. The beginning: Elton Mayo and the Hawthorne studies. The internal communications department and its historical dependence on human resources area

UNIT 2: Internal communication in the twenty-first century company. Changes brought about by a new management and implementation of revolutionary tools. Enterprise 2.0: a new paradigm based on communication between the components of an institution and its stakeholders.

UNIT 3: Models of communication applied to internal areas of companies. Lasswell model, model unidirectional, bidirectional, asymmetrical, bidirectional, symmetrical, two-way symmetric multi-pervasive and horizontal. How they influence broadcasters and channels to transmit different types of messages

UNIT 4: How a company builds its internal image. What is the self-image, image intentional and perceived image. Stakeholders and international reputation. The image and reputation of the managers in their business environment. What is employer branding

UNIT 5: Open management.

UNIT 6: Skills of the head of internal communication. Emotional and empathic communication. Negotiation. The real power of conversation with various audiences through various platforms. The personal branding.

UNIT 7: The new internal communication channels: the multimedia boom. The video and the transfer of intangible personal communication between managers and employees.

UNIT 8: What is Corporate Social Responsibility (CSR) and how it communicates to internal audiences.

UNIT 9: The crisis of communication. The management of internal communication, essential for controlling the external communication. The importance of the speakers and ¿evangelists¿ into the company.

UNIT 10: Auditing Internal Communication (I). The importance of knowing the current state of the communication of a company before applying strategies.

UNIT 11: Auditing Internal Communication (II).

UNIT 12: Internal Communication Plan (I). The process of communication in their professional field, responds to strategic planning, implementation planning methods and results.

UNIT 13: Internal Communicatios Plan (II).

## LEARNING ACTIVITIES AND METHODOLOGY

The course covers a theory area (3 ECTS) and a practicing area (3 ECTS). Students will learn the theoretical part in classes and in readings out the classroom. Practical classes are based on the use of 2.0 tools applied to internal communication and resolution of cases by applying knowledge and using technical tools.

## ASSESSMENT SYSTEM

<b>% end-of-term-examination/test:</b>	50
<b>% of continuous assessment (assignments, laboratory, practicals...):</b>	50

The final grade will result from the average (50%-50%) between a theoretical final exam and scoring exercises conducted in the course.

It is necessary to approve the two parts to pass the subject

## BASIC BIBLIOGRAPHY

- ACED, Cristina: Relaciones públicas 2.0: Cómo gestionar la comunicación corporativa en el entorno digital, UOC, 2013
- CAPRIOTTI, Paul: Planificación estratégica de la imagen corporativa, Ariel, 2008
- JIMÉNEZ GIL: Las relaciones públicas internas de la organización, Razón y palabra, Nº. 70, 2009
- MOLINA CAÑABATE, Juan Pedro: Comunicación corporativa. Guía de supervivencia, Grupo 5, 2017

## BASIC ELECTRONIC RESOURCES

- APOLO BUENAÑO, D. et al: . Gestión de Comunicación Corporativa. Consideraciones para el abordaje de su estudio y práctica: <https://dialnet.unirioja.es/servlet/articulo?codigo=5992095>
- GALDÓN LÓPEZ, Gabriel: . Algunos criterios éticos para una adecuada comunicación interna en las organizaciones: <https://dialnet.unirioja.es/servlet/articulo?codigo=3301901>
- GUEVARA RAMOS, Emeterio: . Los experimentos de Hawthorne: <http://www.eumed.net/libros-gratis/2008c/438/Los%20Experimentos%20de%20Hawthorne.htm>
- TORRES CORONAS, Teresa: . Cómo negociar con éxito: <http://ciberconta.unizar.es/leccion/negoci/>