

Academic Year: ( 2019 / 2020 )

Review date: 07-05-2020

Department assigned to the subject: Communication and Media Studies Department

Coordinating teacher: MOLINA CAÑABATE, JUAN PEDRO

Type: Compulsory ECTS Credits : 6.0

Year : 5 Semester : 1

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

Given that this is a subject that is offered during the final year of degree should have passed all the previous courses. In addition, the student should be familiar with the tasks that are performed in the editorial and journalistic techniques, as well as organization and management of companies and institutions, technical marketing and digital media.

**OBJECTIVES**

Knowledge and skills which enable the future performance of the functions and skills of a communications director of an institution and / or company. Ability to create, manage and work in a communication department. Develop a valid model, universal and realistic Comprehensive Communication Plan with various sub-plans (C.interna, external crisis "). Manage the efficient and thorough internal communication, communication plans for the Internet environment and digital networks. Develop and implement the tools and resources appropriate journalistic external communication. Identifying and managing corporate image and identity with particular attention to corporate reputation and social responsibility . Aplicate well-defined stringent criteria on the communication plan 2.0 and the presence of organizations in social networks

**DESCRIPTION OF CONTENTS: PROGRAMME**

To acquire the skills described will be underpinned by the following contents:

**PROGRAMME**

- 1.-Basis of information and institutional communication in organizations.  
Conceptual framework (domain of the map of key concepts used in corporate communications and its real meaning),
- 2.-Direction and management of communication.  
Communication as a strategic tool of modern organizations, both public and private, that provides value to organizations and society benefits of training in business management and marketing;
- 3 .- The internal communication.  
Direction and management of internal communication. General principles of management and company culture. Building confidence in organizations: how to enable employee participation?. Management principles and starting points. The internal communication tools in the Web 2.0 environment: Intranet, blogs, videoblogs, wikis, use of IP TV, electronic journals and publications management. The upward and downward communication. How will the intranet of the future. Methodologies to measure the feedback to employees: Employee satisfaction surveys and how to use.
- 4.-The external Communication  
. So called "source journalism" and the relationship between journalists and their sources. The "return period" and building a relationship of trust based on ethical principles between journalist and source. Partial plans or plans for media communication: how to help set the agenda of the media? The media relations: specific treatment for press, radio, TV and Internet. The public and institutional communication process. Map and analysis of the different audiences. How to set different segmentations and what techniques to use to reach them.
- 5.-Relations with the media.  
How to build relationships with the media. Specificity of each medium. Have press releases dead? Location in the current context. The role of communication facilities and alternative channels (YouTube, IPTV). How to build and sell stories for radio and television. Press appearances. Press and press

conferences .

#### 6.- The external Communication Audit.

Concept and scope. Objectives. Methodologies to develop an Audit. The different kinds of audits: audit image, corporate identity, internal communication, corporate communication, Sponsorship, CSR, crisis communication, online communication.

#### 7.-The spokesmen.

The spokesperson for companies and institutions. Who can be a spokesperson? Qualities that are required this figure: empathy with the public. Speakers Training: nonverbal communication: clothes, makeup and technical issues on television. The sitting in photography. The live radio. The press spokesman. How to build and disseminate positive messages in public appearances.

#### 8.-The political communication.

Political communication: building a model. Strategies, actors and devices. The contradictions of political communication. The role of spokespersons and the construction of their arguments and messages in television debates. The image of political leader: Obama Sarkozy. The dangers of hypervisibility. The storytelling: the revelation of private media policy.

#### 9.-Institutional information on the Internet and social networking.

Social web tools. What is the role of a company or institution in social networks?. The online reputation management. How to improve the visibility of the institution on the Web?. The social networks and their presence in them. Is it required their presence and use? Have you replaced the twits at the news agencies? Should companies and institutions to maintain a profile on Facebook, Twenties and other social networks?. How can we use YouTube as a channel?

#### 10.-The management of intangibles assets.

The image of intangibles and brand management. How do you build a brand better?: PR actions against publicitarias.Patrocinio strategies and patronage merely as an expression of values and identity of the sponsorship..EI and their use in organizations. Its use to build, promote and provide visibility to a brand.

### LEARNING ACTIVITIES AND METHODOLOGY

Combination of theoretical (3ECTS) and case studies (3ECTS). Case studies are based on the commitment to practical development of the program by dividing students into groups (mean three students) to work collaboratively in the design, development and, as far as possible, implementation of concrete plans communication for companies or institutions. These works are presented in class in a gradual and subject to discussion and analysis. This core activity is complemented by short courses in the schedule of class, spokesperson training, and individual rehearsals on theoretical concepts and basic headings of the subject, as well as specific work on sources and bibliography. It is intended to hold meetings (at least two) with professional management of corporate communication and business institutions. The personal tutorials and group meeting will serve as the active avoidance of doubt, set to advance knowledge and course work. Suggests three tutoring sessions two hours each over the course.

### ASSESSMENT SYSTEM

The assessment will be seeing more or less the following criteria: the lectures (attendance and assessment of individual knowledge of content through the desk review and bibliographic work) account for 50%. Practical classes, participation (group work, case studies, class presentation, etc. ..) represent 50%.

The knowledge of the procedure of the spanish language is an indispensable requirement to overcome the subject (linguistic alteration: punctuation, accentuation, grammatical alteration and lexical precision)

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

### BASIC BIBLIOGRAPHY

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#### ADDITIONAL BIBLIOGRAPHY

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- ALONSO, Carlos Las claves de la comunicación en la empresa, Almuzara, 2011
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- CEBRIÁN HERREROS, Mariano Periodismo empresarial e institucional, Comunicación Social, 2012
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