Institutional Information

Academic Year: (2020 / 2021) **Review date: 19-07-2020**

Department assigned to the subject: Communication and Media Studies Department

Coordinating teacher: MOLINA CAÑABATE, JUAN PEDRO

Type: Compulsory ECTS Credits : 6.0

Year : 4 Semester : 1

REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)

Institutional Information (Corporate Communication) is a course of the last year of the Degree. It has a special humanistic and multidisciplinary character (Journalism, Advertising, Sociology, Anthropology, History, Economy, Literature, Art). Therefore it is advisable to have passed all the subjects of the previous courses.

OBJECTIVES

Students will acquire theoretical and practical knowledge that will allow them to work in the corporate communication department of an institution or in an external communication agency. The final objective is to prepare a crisis plan and a strategic communication plan which transmits the intangibles of an institution and helps to communicate its reputation to stakeholders. Students will know how to create a manual of corporate visual identity, how to prepare a press release and how to call the media and prepare interviews. They can train spokesmen/spokeswomen. They will also know how to communicate in the transmedia environment and to use digital marketing techniques.

DESCRIPTION OF CONTENTS: PROGRAMME

1. Introduction
What is Corporate Communication? Differences with Advertising and Marketing. Origins and historical development. The current distrust in institutions and the importance of active citizens. Basic conceptual map: self-image, intentional image and perceived image; visibility, notoriety and influence. Image vs. reputation. Communication models in the network society. The Cluetrain Manifesto in Corporate Communication.

2.- Relationship with media
How is the corporate communication department of an institution? How are the external communication agencies? The communication director, the press chief and the external consultant. The relationship with media. Calls and press conferences, press releases, interviews, publicity. The press room. Different digital platforms for different messages and audiences. The training of spokespersons and the personal brand of executives.

3.- Internal Communication
Origins. Objectives and signs of identity: sense of membership, storage and updating of knowledge, location and maintenance of talent, dissipation of rumors. Intranets, wikis, internal blogs, microblogging and apps.

4.- The corporate visual identity
How to transmit intangibles through a graphic system. Names, logos, isotypes, imagotypes, isologos, emblems. Main and secondary identifiers. Quality parameters. Typography. The CVI manual

5.- Corporate Social Responsibility
How do institutions acquire commitments of ethical behavior? Sponsorship and patronage.

6.- Political communication
Models of political communication in the network-society. Political speech vs. conversation with citizens. Leadership communication.

7.- Crisis communication
What is a crisis? What is a crisis cabinet and how it works? Members, roles and responsibilities. The Crisis Management Plan (CMP).

8.- The strategic communication plan
Audits and plan models. To create a community, to generate expectations, to satisfy them.

9.- Transmedia and storytelling
New narratives based on classic models.

10.- Influence of digital marketing in corporate communication
Tools for measurement. SEO and ROI. New roles and competences

LEARNING ACTIVITIES AND METHODOLOGY

The course is based in the combination of theoretical approaches (3 ECTS) and case studies (3 ECTS). Students will work individually and collectively (groups of a maximum of three members). Lecturers can organize meetings class with corporate communication professionals. Tutorships may be individuals or in groups.

ASSESSMENT SYSTEM

The theoretical exam represents 50% of the final grade. The exercises represent the remaining 50%.

To pass the course it is necessary to pass both the theoretical part and the practical part.

% end-of-term-examination:	50
% of continuous assessment (assigments, laboratory, practicals…):	50

BASIC BIBLIOGRAPHY

- ACED, C.: Relaciones públicas 2.0: Cómo gestionar la comunicación corporativa en el entorno digital, UOC, 2013
- CAPRIOTTI, P.: Planificación estratégica de la imagen corporativa, Ariel, 2013
- COSTA-SÁNCHEZ, C.; MARTÍNEZ COSTA, S. (eds.) Comunicación corporativa audiovisual y online, UOC, 2018
- MOLINA CAÑABATE, J. P.: Comunicación corporativa. Guía de supervivencia, Grupo 5, 2017
- PINTADO BLANCO, T.; SÁNCHEZ HERRERA, J.: Nuevas tendencias en comunicación estratégica, ESIC, 2017
- VVAA La responsabilidad social de la empresa (RSE). , Real Academia de Ciencias Económicas y Financieras. Madrid., 2007
- WHEELER, A. Diseño de marcas, Espacio de diseño, 2018

ADDITIONAL BIBLIOGRAPHY

- ALMANSA MARTÍNEZ, Ana Del gabinete de prensa al gabinete de comunicación. La dirección de comunicación en la actualidad, Comunicación Social. Sevilla, 2011
- ALONSO, Carlos Las claves de la comunicación en la empresa, Almuzara, 2011
- ALVAREZ, Jesús Timoteo Manejo de la comunicación organizacional, Díaz de Santos, 2013
- ARROYO, Luis El poder político en escena. Historia, estrategia y liturgia de la comunicación política, RBA, 2012
- CANEL, María José "Comunicación política. Una guía para sus estudio y práctica", Tecnos, Madrid, 2016
- CASTELLÓ, A. Estrategias empresariales en la web 2.0. Las redes sociales on line, Club Universitario, 2010
- CASTILLO ESPARCIA, Antonio y G.PONCE, Damián. "Comunicación de crisis 2.0", Fragua, Madrid, 2015
- CEBRIÁN HERREROS, Mariano Periodismo empresarial e institucional, Comunicación Social, 2012
- GUTIÉRREZ RUBÍ, Antonio La política vigilada. La comunicación política en la era de Wikileaks, OUC, 2012
- MORAN ROMÁN , Yolanda "La estrategia de comunicación de las startups en España, UOC, 2016, Barcelona
- XIFRA, Jordi Manual de Relaciones Públicas e Institucionales, Tecnos, 2011

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
- CAPRIOTTI, P.. . Branding corporativo. Gestión estratégica de la identidad corporativa: https://dialnet.unirioja.es/servlet/articulo?codigo=5466032
- CAPRIOTTI, P.: . Planificación estratégica de la imagen corporativa: http://www.bidireccional.net/Blog/PEIC_4ed.pdf

- CASTILLO ESPARCIA, A.: . Investigación sobre la evolución histórica de las relaciones públicas: https://dialnet.unirioja.es/servlet/articulo?codigo=1075292
- CASTILLO ESPARCIA, A.; SMOLAK-LOZANO, E.: . La comunicación de los think tank en España. Análisis de la estrategia digital: https://dialnet.unirioja.es/servlet/articulo?codigo=5891170
- CASTILLO ESPARCIA, A.; SMOLAK-LOZANO, E.: . Lobby y comunicación en España. Análisis de su presencia en los diarios de referencia: https://dialnet.unirioja.es/servlet/articulo?codigo=6090490
- MOLINA CAÑABATE, J. P.: . Comunicación Corporativa. Apuntes sobre sus procesos, estrategias y agentes: https://comunicacion.molinacanabate.com/
- RUIZ MORA, I.; CASTILLO ESPARCIA, A.: . Responsabilidad social de las empresas en España: https://dialnet.unirioja.es/servlet/articulo?codigo=5435330