Institutional Information

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

 - AMADO SUAREZ,A Auditoría de comunicación, La Crujía. Buenos Aires, 2008

 - ARROYO, L. y MAGALI, Y. Los cien errores de la comunicación de las organizaciones, ESIC Madrid, 2008

 - CELAYA, JAVIER La empresa en la web 2.0. El impacto de las redes sociales y las nuevas formas de comunicación on line en la estrategia empresarial., Gestión 2000.Madrid, 2008
 - CERVERA FANTONI, A.L. Comunicación total. 4ª edic, ESIC Madrid, 2010
 - Campos Freire, F. (Coord.) El cambio mediático, Comunicación Social. Zamora, 2010
 - FRANCESCUTTI,P (EDIC) Comunicación de riesgo, comunicación de crisis. , URJC./Dykinson. Madrid, 2008

 - Fita,S La comunicación perfecta, Stonberg Editorial, 2010

 - GARCIA OROSA, B Gabinetes de comunicación on line. , Comunicación Social. Sevilla, 2010

 - Kotler, PH y Kartajaya, S Marketing 3.0, Lid. Madrid, 2011

 - LOSADA DÍAZ, J.C. Comunicación en la gestión de crisis. Lecciones prácticas, UOC Barcelona, 2010

 - MATILLA, K. Conceptos fundamentales en la planificación estratégica de las Relaciones Públicas, UOC Barcelona, 2009
 - MOLINA CAÑABATE, J. P. Comunicación Corporativa. Guía de Supervivencia, Grupo 5.

 - WHEELER, A. Diseño de marcas, Espacio de diseño, 2018