Corporate Communication

Academic Year: (2021 / 2022) **Review date: 15-06-2021**

Department assigned to the subject: Communication and Media Studies Department

Coordinating teacher: MOLINA CAÑABATE, JUAN PEDRO

Type: Compulsory ECTS Credits : 3.0

Year : 1 Semester : 1

REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)

None

OBJECTIVES

COMPETENCES

CB8, That students are able to integrate knowledge and face the complexity of making judgments based on information that, being incomplete or limited, includes reflections on social and ethical responsibilities linked to the application of their knowledge and judgments.

CB9, That students know how to communicate their conclusions and the knowledge and ultimate reasons that sustain them to specialized and non-specialized audiences in a clear and unambiguous way.

CE4, To plan emerging actions in the field of new advertising communication.

CE10, To identify and define communication objectives and design the most appropriate strategies in the dialogue between brands and consumers.

LEARNING OUTCOMES

To acquire and apply knowledge about contemporary advertising and communication.

To acquire knowledge to assess the implications of advertising strategies concerning the corporate image.

DESCRIPTION OF CONTENTS: PROGRAMME

1. Fundamentals of corporate communication
2. Relations with the media
3. The spokesperson
4. Corporate visual identity
5. Crisis communication, strategic plans and latest trends
6. The communication plan

LEARNING ACTIVITIES AND METHODOLOGY

LEARNING ACTIVITIES

Theoretical classes

Practical classes

Tutoring

Group work

Individual work

TEACHING METHODOLOGY

-Lectures in class by the lecturer with the support of audiovisual media, in which the main concepts of the course will be developed. Bibliography will be provideed in order to complement the knowledge of the students.

-Critical review of readings and audiovisual material suggested by the lecturer: press articles, videos, advertising campaigns, reports, manuals and academic articles, either for class' discussion or for students to amplify and consolidate the courses's content.

-Resolution of advertising and communication case studies posed by the lecturer, in an individual or group manner.

-Presentation and discussion in class, under the lecturer's moderation, of topics related to the course as well as case studies.

-Assignments and reports done by students in an indivisual or group manner.

ASSESSMENT SYSTEM

Class Participation
Individual or group activities made during the course
Final Exam

In addition:
The student will present a communication plan to be assessed by the teacher on a scale of 0 to 10.

Evaluation Criteria for the Extraordinary Exam:
"The grade of the Continuous Assessment is keeped"

% 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

- David Meerman Scott The New Rules of Marketing and PR: How to Use Content Marketing, Podcasting, Social Media, AI, Live Video, and Newsjacking to Reach Buyers Directly, Wiley, 2020
- Joep Cornelissen Corporate Communication: A Guide to Theory and Practice, SAGE, 2017

- MOLINA CAÑABATE, J. P.: Comunicación corporativa. Guía de supervivencia, Grupo 5, 2017

ADDITIONAL BIBLIOGRAPHY

- WHEELER, A. Diseño de marcas : una guía esencial para todo equipo de creativos de marcas, Espacio de diseño, 2918

BASIC ELECTRONIC RESOURCES

- CAPRIOTTI, P.: . Planificación estratégica de la imagen corporativa : http://www.bidireccional.net/Blog/PEIC_4ed.pdf
- MOLINA CAÑABATE, J. P.: . Comunicación Corporativa. Apunte sobre sus procesos, estrategias y agentes.: https://comunicacion.molinacanabate.com/