

Academic Year: (2023 / 2024)

Review date: 03-05-2023

Department assigned to the subject: Communication and Media Studies Department

Coordinating teacher: FRANCO ALVAREZ, MARIA GUILLERMINA

Type: Electives ECTS Credits : 6.0

Year : 1 Semester :

REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)

It will not be necessary to take a previous subject.

OBJECTIVES

1. Knowledge of the primary functions involved in any communication process.
2. Analysis of communication targets applied of business.
3. Processes that must be taken into account in any communication process: the different types of communication: Off-Line and Off-Line
4. Analysis and reflection on the rhetoric of discourse in the communication process in organizations.
5. Corporate and Brand Identity as a determining factor of the communication channel.
6. Skills to develop and design a Communication Plan for entities, institutions and research projects.

DESCRIPTION OF CONTENTS: PROGRAMME

1. Strategic Communication.
 - 1.1. Strategic Communication Plan
 - 1.2. Planning and the process.
 - 1.3. Relations with the media.
2. Institutional Communication versus Corporate Communication.
 - 2.1. The style book
 - 2.2. The Brand Identity, the architecture.
 - 2.3. Branding, brand, logo and symbol.
 - 2.4. Phenomenology of the Brand treated from the Perspective of Design, Sociology and Communication Strategy.
3. The DIRCOM. The past and current role of the press officer.
4. External Communication.
 - 4.1. Introduction to marketing and principles.
 - 4.2. Marketing typologies: strategic, tactical, administrative and transformative of marketing.
 - 4.3. Neuromarketing and strategies.
5. Public relations:
 - 5.1. Events and meetings. Sponsorship and Protocol.
6. Digital Communication.
 - 6.1 From web 1.0 to web 4.0
 - 6.2. The role of social networks in the dissemination of messages and content creation.
 - 6.3. Emotional intelligence in the discourse approach in digital communication.
 - 6.4. Internal social networks.
7. Crisis Communication.
 - 7.1. Need for a crisis manual.
8. OFF-LINE and ONLINE Communication in the Transversal Structure of the Communication Plan.
9. Guide to Good Practices and application to design the Communication Plan.

LEARNING ACTIVITIES AND METHODOLOGY

The training activities linked to this subject are closely linked to the teaching units taught and the theoretical / practical sessions.

Theoretical sessions

DOCUMENTS METHODOLOGIES

Presentations in the teacher's class supported by computer media and audiovisual resources, where the main concepts of the subject are found and bibliography is provided to complement the learning of the students.

Reading academic articles, and other resources provided by the teacher, recommended during the course.

Exhibition and debates in class, of applied analysis associated with the subject matter.

Finally, A COMMUNICATION PLAN will be DESIGNED based on the content taught during the semester.

ASSESSMENT SYSTEM

Participation in class from the required readings: 30%.

Oral presentation of a specific topic: 30%.

Total 60%

Final Work: 40%.

Those students who regularly attend classes and carry out activities during the semester will be exempt from taking the final exam.

Informative note: The course will be face-to-face (compulsory attendance).

% end-of-term-examination:	40
% of continuous assessment (assignments, laboratory, practicals...):	60

BASIC BIBLIOGRAPHY

- ANA ISABEL RODRIGUEZ ESCUDERO y JOSE LUIS MUNUERA ALEMAN ESTRATEGIAS DE MARKETING: UN ENFOQUE BASADO EN EL PROCESO DE DIRECCIÓN (2ª ED), ESIC.

- Aced, Cristina Relaciones públicas 2.0: Cómo gestionar la comunicación corporativa en el entorno digital, UOC, 2013

- Costa Joan ESQUEMATISMO. LA EFICACIA DE LA SIMPLICIDAD TEORÍA INFORMACIONAL DEL ESQUEMA, Experimenta, 2019

- Costa, Joan Los 5 pilares del branding : anatomía de la marca. , Universidad Jaume I. Servicio de Comunicación y Publicaciones, 2013

- Costa, Joan (ed.) La comunicación. 10 voces esenciales. , Estudios Mediáticos, 2010

- Costa-Sánchez, C.; Martínez Costa, S. (eds.): Comunicación corporativa audiovisual y online, UOC, 2018

- Horacio, Andrade Comunicación organizacional interna : proceso, disciplina y técnica, Netbiblo, (2005).

- Joan Costa ESQUEMATISMO. LA EFICACIA DE LA SIMPLICIDAD TEORÍA INFORMACIONAL DEL ESQUEMA, Experimenta, 2019

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- Lee O Thayer Comunicación y sistemas de comunicación en las organizaciones, en la gestión directiva y en las relaciones interpersonales, Serie universitaria. Historia, ciencia, sociedad, Barcelona : Península, 1975.

- Lee O Thayer Comunicación y sistemas de comunicación en las organizaciones, en la gestión directiva y en las relaciones interpersonales, Serie universitaria. Historia, ciencia, sociedad.: Península, Barcelona , 1975.

- Miguel Tuñez La gestión de la comunicación en las organizaciones, Comunicación Social , 2012

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- Philip Kotler; Herman Kartajaya; e Iwan Setiawan. MARKETING 5.0, LID.

- Pintado Blanco, T.; Sánchez Herrera, J.: Nuevas tendencias en comunicación estratégica, ESIC, 2017

ADDITIONAL BIBLIOGRAPHY

- Aljure, Andrés. . En Costa, Joan. Master DIRCOM. El plan estratégico de comunicación, Desing. Barcelona, , 2005.

- Díaz Noci, Javier. Preguntas de un DIRCOM. En Los resúmenes de prensa en los gabinetes de comunicación: una aproximación jurídica. Netbiblo, 2004. Preguntas de un DIRCOM. En Los resúmenes de prensa en los gabinetes de comunicación: una aproximación jurídica. , Netbiblo, , 2004.
- García Santamaría, José Vicente. Las nuevas fronteras de la comunicación corporativa., UOC, 2019