

SUBJECT: Communication Systems in Organizations		
MASTER DEGREE: Media Applied Research	ECTS:	QUARTER: 1

TIMETABLE FOR THE SUBJECT								
WEEK	SESSION	DESCRIPTION OF EACH SESSION	GROUP (X mark)		Indicate if a different lecture room is needed (computer, audiovisual, etc.)	HOMEWORK PER WEEK		
			1	2		DESCRIPTION	ATTENDING HOURS	HOMEWORK Max. 7H/WEEK
1	1	Concept of corporate image. Elements that compose it and construction process.				Case study	3	2
2	2					Case study	3	2
3	3	Communication strategies and plans.				Case study	3	2
4	4					Case study	3	2
5	5	Elaboration of arguments. Rhetoric of messages.				Case study	3	2
6						Case study	3	2

7		Processes and relations with the media.				Case study	3	2
8						Case study	3	2
9		Analysis of impact and effects of messages.				Case study	3	2
10						Case study	3	2
11		Organization and management of business and institutional communication processes.				Case study	3	2
12						Case study	3	2
13		Project: Design of a communication plan applied to a company or institution				Plan development	3	2
14						Plan development	3	2
TOTAL HOURS							42	28