



COURSE NAME: CORPORATE COMMUNICATION

POSTGRADUATE COURSE: MASTER IN ADVERTISING COMMUNICATION

Prof. Juan Pedro Molina

ECTS.

3

TERM: 2

COURSE TIMETABLE

WEEKLY PLANNING

W	S	CONTENT DESCRIPTION OF THE SESSION	GROUP		Space (if different from classroom)	STUDENTS WEEKLY WORK		
			BIG	SMALL		DESCRIPTION	ATTENDANCE HOURS	WORK HOURS (Max. 7h/week)
1	1	1. Fundamentals of corporate communication	X			Lectures and student's work	1,5	2
	2	1. Fundamentals of corporate communication	X			Lectures and student's work	1,5	2
	3	1. Fundamentals of corporate communication	X			Lectures and student's work	1,5	3
2	4	2. Relations with the media	X			Lectures and student's work	1,5	2
	5	2. Relations with the media	X			Lectures and student's work	1,5	2
	6	2. Relations with the media	X			Lectures and student's work	1,5	3
3	7	3. The spokesperson	X			Lectures and student's work	1,5	3
	8	3. The spokesperson	X			Lectures and student's work	1,5	3
4	9	4. Corporate visual identity	X			Lectures and student's work	1,5	3
	10	4. Corporate visual identity	X			Lectures and student's work	1,5	3
5	11	5. Crisis communication, strategic plans and latest trends	X			Lectures and student's work	1,5	3
	12	5. Crisis communication, strategic plans and latest trends	X			Lectures and student's work	1,5	3
6	13	6. The communication plan	X			Lectures and student's work	1,5	3
	14	6. The communication plan	X			Lectures and student's work	1,5	3
Subtotal 1							21	32
Total 1 (Attendance hours and student's work hours between weeks 1 to 6)								53
7-8	Submission of assignments							7
	Tutorial time. Meeting with students.							2
	Final exam preparation							13
Total 2 (Student's work hours between weeks 7 to 8)								22
TOTAL HOURS (Total 1 + Total 2: Attendance hours and student's work hours between weeks 1-8)								75