

DENOMINACIÓN ASIGNATURA: Sistemas de Comunicación en las Organizaciones

POSTGRADO: Máster Universitario en Investigación aplicada a Medios de Comunicación

ECTS: 6

CUATRIMESTRE: 1

CRONOGRAMA DE LA ASIGNATURA (versión detallada)

SEMANA	SESIÓN	DESCRIPCIÓN DEL CONTENIDO DE LA SESIÓN (En su caso, incluir las recuperaciones, tutorías, entrega de trabajos, etc)	GRUPO (marcar X)		Indicar espacio Necesario distinto aula (aula informática, audiovisual, etc..)	TRABAJO DEL ALUMNO DURANTE LA SEMANA		
			1	2		DESCRIPCIÓN	HORAS PRESENCIALES	HORAS TRABAJO Semana Máximo 7 H
1		1. THE COMMUNICATION PROCESS. 1.1 The signs. 1.2.The importance of communication. 1.3.Elements of communication. 1.4. Types of communication. 1.5. Non-linguistic forms of communication.				Reflexive Lectures about the same topic of theory	3	2
2							3	2
3		2. COMMUNICATION IN ORGANIZATIONS. 2.1. Formal Networks. 2.2. Informal Networks. Network functions informal in organizations.				Identification of formal and informal networks and case analysis.	3	2
4							3	2
5		3. THE CORPORATE IMAGE. Brand identity and difference with similar concepts of brand image.				Approach of case and creation of Corporate Image of individual Work applied to the Communication Plan.	3	2
6							3	2

7		4. THE COMMUNICATION PLAN. General strategies. Areas of influence, audiences, etc.				Study of the public and start of the design of the Communication Plan.	3	2
8							3	2
9		5. OFF-LINE COMMUNICATION within the organizational system and the Communication Plan.				5. OFF-LINE COMMUNICATION within the organizational system and the Communication Plan.	3	2
10							3	2
11		6. ON-LINE COMMUNICATION within the organizational system and the Communication Plan.				Study analysis and relevance of On-Line Communication.	3	2
12							3	2
13		7. GUIDE TO GOOD PRACTICES TO IMPLEMENT A COMMUNICATION PLAN.				Final work and application of the cases for the optimal creation of an effective and successful communication plan	3	2
14							3	2
TOTAL HORAS							42	28