30147 - Corporate Communication

Información del Plan Docente

Academic Year            2018/19
Subject                   30147 - Corporate Communication
Faculty / School          179 - Centro Universitario de la Defensa - Zaragoza
Degree                    457 - Bachelor's Degree in Industrial Organisational Engineering
                           563 - Bachelor's Degree in Industrial Organisational Engineering
ECTS                     6.0
Year                     4
Semester                 First semester
Subject Type             Optional
Module                   ---

1. General information

1.1. Aims of the course

1.2. Context and importance of this course in the degree

1.3. Recommendations to take this course

2. Learning goals

2.1. Competences

2.2. Learning goals

2.3. Importance of learning goals

3. Assessment (1st and 2nd call)

3.1. Assessment tasks (description of tasks, marking system and assessment criteria)

4. Methodology, learning tasks, syllabus and resources

4.1. Methodological overview

The learning process designed for this subject is based on three aspects: theoretical classes, case studies, writing exercises and group work.

4.2. Learning tasks
The students will aim to achieve the teaching objectives through the following activities:

A. Theoretical classes. The students must attend the face-to-face teaching sessions to become familiar with the basic concepts, whose study they will complete through the bibliographic material.

B. Case studies and writing exercises. Following the theoretical explanations, the students must carry out some analysis and writing exercises, in class or outside, individually or in groups. They will be explained before its realization.

C. Group work. Guided by the professor, the students will draw a strategic communication plan in teams outside the classroom.

4.3. Syllabus

1. The Corporate Communication or the management of intangible resources

2. The Corporate Communication as strategic function

3. Communication and Leadership

4. External Communication

5. Crisis Communication

6. The Defence Corporate Communication

4.4. Course planning and calendar

The schedule of classes, activities and works for this subject will be released to students at the beginning of the course.

4.5. Bibliography and recommended resources