

27634 - Corporate Communication

Syllabus Information

Academic Year: 2020/21

Subject: 27634 - Corporate Communication

Faculty / School: 109 - Facultad de Economía y Empresa

Degree: 450 - Degree in Marketing and Market Research

ECTS: 5.0

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 that is designed for this subject is based on the combination of participatory lectures, cooperative work, finding examples, solving practical cases and discussion and reflection of texts and readings.

The teaching methodology is planned for face-to-face classes. However, if necessary for health reasons, teaching could be delivered on line

4.2.Learning tasks

The program that the student is offered to help you achieve the expected results includes the following activities ...

Participatory Lectures: In them the necessary theoretical knowledge will be provided, accompanied by practical examples to facilitate the understanding and application of the concepts studied. These sessions will address the following contents:

- The identity, image and corporate reputation

- The process of Public Relations
- Relations with the media.
- The communication management in crisis situations

Resolution and presentation of problems and case studies, preparation of work, search for examples, commentary and evaluation of readings and news, discussion topics, commentary readings and conducting case studies. the conduct of these activities both inside and outside the classroom, as well as individual and / or group is contemplated.

Tutelary activities and / or seminars: You can monitor the work done by students and answer questions about the theoretical and practical contents of the subject.

Self study: includes activities study of theoretical and practical content, resolution of practical activities, conducting individual and / or group seeking and analyzing information, among others.

The assessment will be prepared to be carried out as face-to-face examination, but if health circumstances do not allow it, they will be carried out by doing it entirely online or in a blended way. In the case of online exams, it is important to highlight that, the student may be recorded, and he or she can exercise his or her rights by the procedure indicated in.

https://protecciondatos.unizar.es/sites/protecciondatos.unizar.es/files/users/lopd/gdocencia_reducida.pdf

The necessary software will be used to check the possibility of plagiarism. The detection of plagiarism or copying in an activity will imply that the activity or exam will be marked 0/10.

4.3.Syllabus

PART I: CORPORATE IMAGE

UNIT 1: IDENTITY , IMAGE AND REPUTATION CORPORATE

1. CORPORATE IDENTITY

1.1 Concept

2. CORPORATE IMAGE

2.1. Concept

2.2 Elements of Corporate Image

2.3.- Changing Situations Corporate Image

2.4 Why Getting a good corporate image?

3. CORPORATE REPUTATION

3.1. Concept

3.2 Corporate Image and Reputation

UNIT 2: MEASURING THE CORPORATE IMAGE

1. AUDIT OF IMAGE

1.1 Audit Model Image

1.2.- Development Audit Image

2. PERMANENT OBSERVATORY OF THE CORPORATE IMAGE

2.1.- Concept and Features

2.2.- Elements

UNIT 3: CORPORATE VISUAL IDENTITY

1. CONCEPTS AND STRATEGIES

1.1.- Corporate Visual Identity

1.2.- Corporate Visual Identity Strategies

2. ELEMENTS AND BASIC PRINCIPLES

2.1 Basic Elements

2.2 Basic Principles

3. CORPORATE IDENTITY MANUAL

3.1 Introduction

3.2. Habitual Elements

PART II: PUBLIC RELATIONS

UNIT 4: Public Relations: PR PROCESS

1. CONCEPT AND THEORIES

1.1.- Definition

1.2. Theoretical Foundations

2. THE PROCESS OF PUBLIC RELATIONS

2.1 Research and Diagnosis

2.2 Goals and Objectives

2.3 Strategy

2.4 Evaluation and Control

UNIT 5: RELATIONSHIPS WITH THE MEDIA

1. INTRODUCTION

1.1 Media Relations and Publicity

1.2 The process of Public Relations Media

2. TECHNICAL PR MEDIA

2.1 Performance Guidelines

2.2 The Press Release

2.3 The Press Conference

2.4 The dossier Press

2.5.- Other Meetings Media

2.6.- Media Relations in Cyberspace

UNIT 6: COMMUNICATION FROM CRISIS

1. BREAKDOWN OF THE CRISIS

1.1.- Effects Origina

1.2.- The causes that produce

1.2.- its Development Cycle

2. COMMUNICATION STRATEGY OF THE CRISIS

2.1 Principles, Actions and Tools

3. THE CRISIS COMMUNICATION PLAN

3.1 Identify the Crisis

3.2 Confronting the Crisis

Solving the Crisis 3.3

3.4.- Managing post-crisis

4.4.Course planning and calendar

Further information concerning the timetable, classroom, office hours, assessment dates and other details regarding this course, will be provided on the first day of class or please refer to the Faculty of Economics and Business website (<https://econz.unizar.es/>)

4.5.Bibliography and recommended resources