

30147 - Corporate Communication

Syllabus Information

Academic Year: 2020/21

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

The subject *Corporate Communication* has two main objectives:

1. That the student understands the strategic importance of communication for every organizations and, in particular, the institutions of Defense and the Armed Forces.
2. That the student acquires a theoretical and practical knowledge of the organs, methods and main means of internal and external dissemination of corporate messages.

1.2.Context and importance of this course in the degree

The Degree in Industrial Organisational Engineering (Defense Profile) have as objective to qualify the students for the management of industrial and service companies in all their areas. In particular, the subject *Corporate Communication* focuses on the preparation of the graduates in the field of communication management, a key aspect for the internal developing of any institution and for the acquisition of the necessary social legitimacy for the fulfillment of its corporate purposes.

1.3.Recommendations to take this course

As *Comunicación Corporativa* is a subject of the specialty, the students must have passed most of the subjects of the degree until the third course in order to register in it.

2.Learning goals

2.1.Competences

After completing the subject, the student will possess:

- Ability to plan, budget, organise, manage and monitor tasks, people and resources.
- Ability to solve problems and take decisions with initiative, creativity and critical reasoning.
- Ability to communicate knowledge and skills in Spanish.
- Ability to work in a multidisciplinary group and in a multilingual setting.
- Ability to continue learning and develop self-learning strategies.

2.2.Learning goals

To pass this subject, the student must:

- Familiarity with the fundamentals of Corporate Communication.
- Analyze, define and project the structure of the internal communication of an organization.

Analyze, define and project the structure of the external communication of an organization.
Design a Strategic Communication Plan for a Spanish Army unit.

2.3.Importance of learning goals

The graduates in the Degree in Industrial Organisational Engineering (Defense Profile) who course this subject will be capable for understanding the importance of the corporate communication in the management of institutions of Defense, for their contribution to the construction of the necessary corporate reputation to obtain social support for their activities. In addition, the knowledge achieved will also help them to design a Strategic Communication Plan and to put it into practice.

3.Assessment (1st and 2nd call)

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

The students will have to demonstrate that they have achieved the learning outcomes with the following activities:

- Final exam (50%). It will consist of a essay-type question and a test of orthographic competence.
- Practical exercises and case studies (20%).
- Design or analysis of a Strategic Communication Plan (25%).
- Attitude and participation in class (5%).

It is necessary to pass the final exam with a grade equal to or greater than 5 to be APTO in the subject so much as the ordinary call as in the extraordinary.

The students who fail the subject in February call, will have to make a similar examen in August call. The note obtained in this new examen will add to the qualifications achieved in the rest of the activities of the course.

4.Methodology, learning tasks, syllabus and resources

4.1.Methodological overview

The learning process designed for this subject is based on lectures, practice sessions, group project and autonomous work and study.

If this teaching could not be done in person for health reasons, it would be done telematically.

4.2.Learning tasks

The course includes the following learning tasks:

- A. Lectures. The students must attend the lectures to familiarity with the basic concepts, whose study they will complete through the bibliographic material.
- B. Practice sessions. Starting at the theoretical explanations, the students must carry out several case studies and writing exercises. They will be explained before its realization.
- C. Group Project. The students will design a Strategic Communication Plan in teams under the direction of the professor.
- D. Autonomous work and study.

4.3.Syllabus

The course will address the following topics:

- 1. The Corporate Communication or the management of intangible resources
- 2. The Corporate Communication as a strategic function
- 3. Communication and Leadership
- 4. External Communication
- 5. Crisis Communication
- 6. The Defence Corporate Communication

4.4.Course planning and calendar

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

4.5. Bibliography and recommended resources

http://biblos.unizar.es/br/br_citas.php?codigo=30147&year=2020