

Academic Year/course: 2021/22

## 27634 - Corporate Communication

### Syllabus Information

**Academic Year:** 2021/22

**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

### 2. Learning goals

### 3. Assessment (1st and 2nd call)

### 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

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#### 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.

**Tutulary 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.

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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/>)