

25338 - Specialised Communication Projects: Corporate Communication

Syllabus Information

Academic year: 2023/24

Subject: 25338 - Specialised Communication Projects: Corporate Communication

Faculty / School: 103 - Facultad de Filosofía y Letras

Degree: 272 - Degree in Journalism

ECTS: 9.0

Year: 4

Semester: Second Four-month period

Subject type: Compulsory

Module:

1. General information

The Integrated Communication Plan (ICP) responds to the competencies of Corporate Communication. It is recommended to have taken the subject of Communication and Corporate Identity and to have a critical and pro-active attitude.

The plan/project is individual. It must meet a complete, accurate and real table of contents that can be taken to formal presentation. The student must know how to create a PCI with the necessary and sufficient quality to be applied in a real company, taking into account criteria of adaptability and timeliness. It is developed throughout the second four-month period of the fourth year.

The essential chapters are:

- 1) Internal Communication;
- 2) External Communication;
- 3) Corporate Social Responsibility Communication, ODS (4,5,10,16,17) especially; and
- 4) Crisis Communication

2. Learning results

The learning results derive directly from the acquisition of the following competencies:

- Understand a knowledge base of the planning, design, development stages and realisation of a projectcomprehensive corporate communication plan, with indicators: apply the knowledge to the analysis and planning ofcomprehensive corporate communication plans.
- Understand, manage and apply the formal knowledge and technical processes to the implementation of a integral corporate communication plan, with indicators: apply the knowledge to the elaboration and design of a communication plan; apply the knowledge to the implementation of a communication plan with its internal communication modalities and its external relations programme, as well as actions in crisis situations.
- Adopt a favorable attitude towards respect for fundamental individual and collective values, with indicators: to determine the values of respect for human rights in corporate actions and to develop ethical behavior.
- Show capacity for teamwork that facilitates the development of knowledge with a critical and responsible cultural exchange with indicators: show collaborative skills.

3. Syllabus

1. Concept of strategic communication
2. Evolution of public relations
3. Ethics and professionalism
4. Departments and consulting firms
5. Strategic process
6. Media relations
7. Internet and social media
8. Organization of events
9. Corporate branding
10. Crisis communication
11. Institutional Relations
12. Corporate Social Responsibility

4. Academic activities

The subject has an eminently practical and applied nature, consisting of the development of all the phases of elaboration of a PCI. Previously, a series of activities focused on the analysis of real PCIs are proposed for to verify the theoretical guidelines and quality indicators established by the students themselves, or selected from among the existing PCIs, that meet the necessary criteria to make an optimal PCI in its practical application.

Master classes and tutored sessions are given, in which the basic concepts on which they will develop their communication skills are presented.

5. Assessment system

First Call.

Global assessment

1) ASSESSMENT OF THE written ICP, throughout its development: (70%) based on theoretical knowledge on Communication and Corporate Identity.

2) PRACTICAL TEST INDIVIDUAL PRESENTATION (IN PUBLIC): (30%) (Duration: 30 minutes approx.)

The application of knowledge will be valued, as well as the ability to create and to put imagination at the service of knowledge. A logical and coherent argument will also be taken into account, as well as the correctness of the writing (without spelling mistakes) and the formal presentation. Taking all this into account, the fundamental criterion will be the feasibility of the Project, in terms of efficiency.

In the oral presentation, both verbal and non-verbal communication skills will be evaluated, as well as the clarity of the presentation expository clarity

Second call

Global evaluation test identical to the first one.