

25342 - Communication and corporate identity

Syllabus Information

Academic year: 2023/24

Subject: 25342 - Communication and corporate identity

Faculty / School: 103 - Facultad de Filosofía y Letras

Degree: 272 - Degree in Journalism

ECTS: 6.0

Year:

Semester: Second Four-month period

Subject type: Optional

Module:

1. General information

The general goal of the subject is to introduce the student to the corporate communication offered by any organization (commercial/industrial companies; corporations, institutions, NGOs, political parties, etc.), which is essential in any organization aiming at a prominent social/economic relevance. It explains the role of the Press Offices or Communication Departments (DIRCOM), which report to the President's Office and whose tasks range from Communication, Marketing, Sales, HR or Corporate Social Responsibility (CSR/E) Departments. In this last aspect, the SDGs (4,5,10,16,17) are fundamental.

The journalist will mediate between the organization and the media. Journalists are trained in the tasks of corporate communication.

It is advisable to have a critical and pro-active attitude in the communicative processes within the organizations towards the public opinion.

2. Learning results

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

- Understanding and managing a knowledge of corporate image, corporate reputation and corporate social responsibility, as well as the types, means and systems of communication in institutions and companies and the design and application stages of the Integral Communication Plan and actions in crisis situations, with indicators: applying the fundamentals of corporate communication to analyse corporate communication documents and to identify the corporate image in messages.
- Manage and apply procedural knowledge to select appropriate means for internal and external communication, with indicators: creation of external communication products.
- 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. Communication in "Organizations
2. The Communication Management Manual. Corporate identity plan. Integral communication plan
3. Internal and external communication: publications and activities (on-line and off-line)
4. Corporate image and corporate reputation. Your management
5. Special approaches to advertising communication: Sponsorship, Patronage.
6. Corporate social responsibility. Protocol.
7. Communication in crisis situations
8. Trends in communication. Impact of networks for the generation of brand image and reputation.

4. Academic activities

The subject emphasizes the theoretical study of the discipline of corporate communication and the application of these concepts to the work of communication offices and communication management in organizations.

Master classes are given, in which the basic concepts on which they will develop their skills are presented the students will carryout practical activities in accordance with the content of the syllabus. Theoretical and practical work is carried out individually.

5. Assessment system

First call

Global assessment.

A) Completion of an individual work of analysis of the corporate communication of a company or institution (30% of the grade).
Will be an asset:

- the quality of the documentary sources used,
- the topicality of the information and its critical analysis,
- the description of the communicative reality of the organization,
- the relationships established between the organization and its stakeholders.

B) Final evaluation of theoretical contents on the material explained in class and reference readings (70% of the grade).
Consideration will be given to:

- the definition and relationship of the theoretical concepts to each other,
- the application to the work carried out by the term,
- critical analysis of theories and models.
- academic writing.

Second call

Global evaluation test identical to the first one.