

30147 - Corporate Communication

Syllabus Information

Academic year: 2023/24

Subject: 30147 - Corporate Communication

Faculty / School: 179 - Centro Universitario de la Defensa - Zaragoza

Degree: 563 - Bachelor's Degree in Industrial Organisational Engineering

ECTS: 6.0

Year: 4

Semester: First semester

Subject type: Optional

Module:

1. General information

The aim of this subject is for the student to learn about the public function of informing the Ministry of Defence and the Armed Forces; to become aware of the strategic importance that communication has for these organizations at the institutional and operational level, and to learn the bodies, methods and main tools for internal and external dissemination of corporate messages.

These approaches and objectives are aligned with Sustainable Development Goal 16 "Peace, justice and strong institutions " of the United Nations Agenda 2030 (<https://www.un.org/sustainabledevelopment/es/>), so that the acquisition of the learning results of the subject provides training and knowledge, skills and competencies to contribute to some extent to their achievement, in particular, with regard to Objectives 16.6 and 16.10.

2. Learning results

1. Identify the fundamentals of corporate communication.
2. Analyse, define and plan the internal communication structure of a company.
3. Analyse, define and plan the structure of a company's external communication.
4. Design and plan a Corporate Communication Program and how it is carried out.

3. Syllabus

1. Corporate communication or the management of intangibles
2. Strategic nature of corporate communication
3. Communication and leadership
4. Communication with the environment
5. Crisis communication
6. Defence communication

4. Academic activities

Master classes. The student must attend the lectures to become familiar with the basic concepts of the subject, whose study will be completed through the materials indicated during the term.

Practical sessions. Following the theoretical explanations, the student will have to carry out oral and written exercises.

Directed group work. The students will elaborate in groups, under the supervision of the teacher, a Strategic Plan for Communication.

Personal study and work, and tutoring. Outside the classroom, and with the guidance of the teacher, if necessary, the student will develop the requested projects and prepare the evaluation tests.

5. Assessment system

FIRST CALL

Continuous assessment

1. Exams (40%):

1.1. Midterm exam (20%). Two open-ended questions of medium length.

1.2. Final exam (20%). Case study essay.

2. Group work (30%). Elaboration (20%) and oral presentation (10%) of a Strategic Communication Plan (SCP).

3. Oral and written practice (30%). Written communicative competence exercises (10%), relationship with the media (10%) and case studies (10%).

Overall test

Students who do not pass the subject by continuous evaluation or who wish to improve their grade may take a global test. It will consist of a theoretical-practical exam (40%) and the completion and presentation of a SCP (60%).

SECOND CALL

Overall test

It will consist of a theoretical-practical exam (40%) and the completion and presentation of a SCP (60%).

The evaluation criteria will be the capacity for analysis and problem solving; the capacity for synthesis; accuracy, expository and argumentative skills and grammatical correctness. In order to pass the subject the student must obtain a grade equal or higher than 5 in each of the three evaluation instruments (exams, group work and practices)

Instrument of evaluation	Weighting	LR-1	RA-2	RA-3	RA-4
Midterm exam	20%	X	X	X	
Final exam	20%	X	X	X	
Group work	30%	X	X	X	X
Practical classes:	30%	X	X	X	