

## 30147 - Corporate Communication

### Syllabus Information

**Academic year:** 2024/25

**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

This course aims to provide students with an understanding of the theoretical principles of corporate communication; highlight its strategic importance for the Ministry of Defense and the Armed Forces in achieving their institutional and operational objectives; and teach the structures, methods, and key tools these organizations use for disseminating their messages both internally and externally.

### 2. Learning results

1. Identify the fundamentals of corporate communication.
2. Analyze, define, and develop the structure of a company's internal communication.
3. Analyze, define, and develop the structure of a company's external communication.
4. Design and plan a Corporate Communication Program and its implementation.

### 3. Syllabus

1. Corporate communication and intangible asset management
2. The strategic nature of corporate communication
3. Communication and leadership
4. Communication with the external environment
5. Crisis communication
6. Defense communication

### 4. Academic activities

**Lectures:** Students are required to attend lectures to become familiar with the basic concepts of the subject, which they will further explore through provided course materials.

**Practical classes:** In conjunction with the theoretical explanations, students will complete oral and written exercises.

**Guided group project:** Under the instructor's supervision, students will collaborate in groups to develop a Strategic Communication Plan.

**Individual study and tutoring:** Outside the classroom, with guidance from the instructor as needed, students will work on assigned projects and prepare for assessments.

### 5. Assessment system

FIRST CALL

*Continuous Assessment*

1. **Exam (40%):** Multiple-choice and medium-length open-ended questions.
2. **Group project (20%):** Development of a Strategic Communication Plan.
3. **Practical exercises (40%):** Exercises in written communication skills, media relations, and crisis communication.

*Global Exam*

Students who do not pass the course through continuous assessment or wish to improve their grade can take a comprehensive exam. This exam will include multiple-choice and medium-length open-ended questions (40%), as well as several practical exercises (60%). Those who did not pass can choose to retake only the failed components, while those aiming to improve their grade must retake all components.

## SECOND CALL

*Global Exam.* The format and conditions of the final exam will remain the same as in the first session.

**Evaluation criteria will include the ability to analyze and solve problems, synthesize information, precision, expository and argumentative skills, and grammatical accuracy. To pass the course, students must achieve a grade of 5 or higher in each of the three assessment tools (exam, group project, and practical sessions).**

Assessment tool	Weighting	LR-1	LR-2
Exam	40%	X	X
Group project	20%	X	X
Practical exercises	40%	X	X

## 6. Sustainable Development Goals

4 - Quality Education  
16 - Peace, Justice and Strong Institutions  
17 - Partnerships for the Goals