

## 25338 - Specialised Communication Projects: Corporate Communication

### Información del Plan Docente

Academic Year	2016/17
Academic center	103 - Facultad de Filosofía y Letras
Degree	272 - Degree in Journalism
ECTS	9.0
Course	4
Period	Second Four-month period
Subject Type	Compulsory
Module	---

### 1. Basic info

#### 1.1. Recommendations to take this course

#### 1.2. Activities and key dates for the course

### 2. Initiation

#### 2.1. Learning outcomes that define the subject

#### 2.2. Introduction

### 3. Context and competences

#### 3.1. Goals

#### 3.2. Context and meaning of the subject in the degree

#### 3.3. Competences

#### 3.4. Importance of learning outcomes

### 4. Evaluation

### 5. Activities and resources

#### 5.1. General methodological presentation

See "Learning activities " and "Syllabus".

More information will be provided on the first day of class.

#### 5.2. Learning activities

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- Theoretical lectures.
- Practical lectures.
- Individual work.
- Personal study.
- Assessment activities.

### 5.3.Program

- 1.- What is a communication plan?
- 2.- What is a DIRCOM (Communications Director)?
- 3.- The importance of the department of communication.
- 4.- External communication
- 5.- Internal communication
- 6.- Corporate social responsibility
- 7- Crisis plans
- 8.- The message
- 9.- Public objectives and stakeholders
- 10.- Political communication plan

### 5.4.Planning and scheduling

See the academic calendar of the University of Zaragoza (<http://academico.unizar.es/calendario-academico/calendario>) and the website of the Faculty of Philosophy and Arts ( *Schedule of classes* : <https://fyl.unizar.es/horario-de-clases#overlay-context=horario-de-clases>; Examination schedule: <https://fyl.unizar.es/calendario-de-examenes#overlay-context=>)

More information will be provided on the first day of class.

### 5.5.Bibliography and recommended resources

The recommended bibliography can be found on the University of Zaragoza Library website ( <http://psfunizar7.unizar.es/br13/eGrados.php?id=139&p=1> )