# 25342 - Communication and corporate identity

## 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

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

## 5.3.Program

1. Concept of strategic communication

2. The evolution of public relations

3. Ethics and professionalism

4. Departments and consultants

5. The strategic process

6. Relations with the media

7. The Internet and social media

8. The organisation of events

9. Corporate brand

10. Crisis communication

11. Institutional relations

12. Corporate social responsibility

## 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 recomended 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 )