

## 30147 - Corporate Communication

### Información del Plan Docente

<b>Academic Year</b>	2018/19
<b>Subject</b>	30147 - Corporate Communication
<b>Faculty / School</b>	179 - Centro Universitario de la Defensa - Zaragoza
<b>Degree</b>	457 - Bachelor's Degree in Industrial Organisational Engineering 563 - Bachelor's Degree in Industrial Organisational Engineering
<b>ECTS</b>	6.0
<b>Year</b>	4
<b>Semester</b>	First semester
<b>Subject Type</b>	Optional
<b>Module</b>	---

### **1.General information**

#### **1.1.Aims of the course**

#### **1.2.Context and importance of this course in the degree**

#### **1.3.Recommendations to take this course**

### **2.Learning goals**

#### **2.1.Competences**

#### **2.2.Learning goals**

#### **2.3.Importance of learning goals**

### **3.Assessment (1st and 2nd call)**

#### **3.1.Assessment tasks (description of tasks, marking system and assessment criteria)**

### **4.Methodology, learning tasks, syllabus and resources**

#### **4.1.Methodological overview**

The learning process designed for this subject is based on three aspects: theoretical classes, case studies, writing exercises and group work.

#### **4.2.Learning tasks**

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The students will aim to achieve the teaching objectives through the following activities:

A. Theoretical classes. The students must attend the face-to-face teaching sessions to become familiar with the basic concepts, whose study they will complete through the bibliographic material.

B. Case studies and writing exercises. Following the theoretical explanations, the students must carry out some analysis and writing exercises, in class or outside, individually or in groups. They will be explained before its realization.

C. Group work. Guided by the professor, the students will draw a strategic communication plan in teams outside the classroom.

### 4.3.Syllabus

1. The Corporate Communication or the management of intangible resources
2. The Corporate Communication as strategic function
3. Communication and Leadership
4. External Communication
5. Crisis Communication
6. The Defence Corporate Communication

### 4.4.Course planning and calendar

The schedule of classes, activities and works for this subject will be released to students at the beginning of the course.

### 4.5.Bibliography and recommended resources