

27634 - Corporate Communication

Syllabus Information

Academic Year: 2019/20

Subject: 27634 - Corporate Communication

Faculty / School: 109 - Facultad de Economía y Empresa

Degree: 450 - Degree in Marketing and Market Research

ECTS: 5.0

Year: 4

Semester: First semester

Subject Type: Optional

Module: ---

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 methodology followed in this course is oriented towards the achievement of the learning objectives. A wide range of teaching and learning tasks are implemented, such as lectures, practice sessions, solving practical cases, autonomous work, study and assessment tasks.

Students are expected to participate actively in class throughout the semester.

Further information regarding the course will be provided on the first day of class.

4.2.Learning tasks

The course includes the following tasks:

- **Lectures** (40% workload of the course). In lectures it will be provided the necessary theoretical knowledge, along with practical examples to facilitate the understanding and application of the concepts studied. These sessions will address the following contents:
 - The identity, image and corporate reputation.
 - The process of Public Relations.
 - Relations with the media.
 - The communication management in crisis situations.
- **Practice sessions.** Preparation of tasks, search for examples, commentary and evaluation of readings and news,

discussion of topics, commentary of readings, problem-solving and case studies. These activities will take place in and outside the classroom, as well as individually and/or in groups.

- **Tutorials** The teacher monitors the work done by students and answer questions about the theoretical and practical contents of the course.
- **Autonomous work and study.** It includes the study of theoretical and practical contents, solving practical activities, individual or group work, information search and analysis, among others.

4.3.Syllabus

The course will address the following topics:

SECTION I: CORPORATE IMAGE

- TOPIC 1: IDENTITY , IMAGE AND REPUTATION CORPORATE
 1. CORPORATE IDENTITY
 1. 1.1. Concept
 2. CORPORATE IMAGE
 1. 2.1. Concept
 2. 2.2. Elements of Corporate Image
 3. 2.3. Changing Situations Corporate Image
 4. 2.4 Why Getting a good corporate image?
 3. CORPORATE REPUTATION
 1. 3.1. Concept
 2. 3.2. Corporate Image and Reputation
- TOPIC 2: MEASURING THE CORPORATE IMAGE
 1. AUDIT OF IMAGE
 1. 1.1. Audit Model Image
 2. 1.2. Development Audit Image
 2. PERMANENT OBSERVATORY OF THE CORPORATE IMAGE
 1. 2.1. Concept and Features
 2. 2.2. Elements
- TOPIC 3: CORPORATE VISUAL IDENTITY
 1. CONCEPTS AND STRATEGIES
 1. 1.1. Corporate Visual Identity
 2. 1.2. Corporate Visual Identity Strategies
 2. ELEMENTS AND BASIC PRINCIPLES
 1. 2.1. Basic Elements
 2. 2.2. Basic Principles
 3. CORPORATE IDENTITY MANUAL
 1. 3.1. Introduction
 2. 3.2. Habitual Elements

SECTION II: PUBLIC RELATIONS

- TOPIC 4: Public Relations: PR PROCESS
 1. CONCEPT AND THEORIES
 1. 1.1. Definition
 2. 1.2. Theoretical Foundations
 2. THE PROCESS OF PUBLIC RELATIONS
 1. 2.1. Research and Diagnosis
 2. 2.2. Goals and Objectives
 3. 2.3. Strategy
 4. 2.4. Evaluation and Control
- TOPIC 5: RELATIONSHIPS WITH THE MEDIA
 1. INTRODUCTION
 1. 1.1. Media Relations and Publicity
 2. 1.2. The process of Public Relations Media
 2. TECHNICAL PR MEDIA
 1. 2.1. Performance Guidelines

- 2. 2.2. The Press Release
- 3. 2.3. The Press Conference
- 4. 2.4. Other Meetings Media
- 5. 2.5. The dossier Press
- 6. 2.6. Media Relations in Cyberspace
- TOPIC 6: COMMUNICATION FROM CRISIS
 - 1. BREAKDOWN OF THE CRISIS
 - 1. 1.1. Effects Origina
 - 2. 1.2. The causes that produce
 - 3. 1.2. its Development Cycle
 - 2. COMMUNICATION STRATEGY OF THE CRISIS
 - 1. 2.1. Principles, Actions and Tools
 - 3. THE CRISIS COMMUNICATION PLAN
 - 1. 3.1. Identify the Crisis
 - 2. 3.2. Confronting the Crisis
 - 3. 3.3. Solving the Crisis
 - 4. 3.4. Managing post-crisis

4.4.Course planning and calendar

Further information concerning the timetable, classroom, office hours, assessment dates and other details regarding this course, will be provided on the first day of class or please refer to the Faculty of Economics and Business website (<https://econz.unizar.es/>)

4.5.Bibliography and recommended resources