

**COURSE DATA****Data Subject**

Code	36546
Name	Corporate communication
Cycle	Grade
ECTS Credits	6.0
Academic year	2023 - 2024

Study (s)

Degree	Center	Acad. year	Period
1333 - Degree in Audiovisual Communication	Faculty of Philology, Translation and Communication	4	Second term

Subject-matter

Degree	Subject-matter	Character
1333 - Degree in Audiovisual Communication	8 - Comunicación publicitaria y corporativa	Obligatory

Coordination

Name	Department
GALAN CUBILLO, ESTEBAN	340 - Language Theory and Communication Sciences

SUMMARY

This course brings together the studies and knowledge that revolve around the communication of companies and organizations. In this sense, it proposes a broad but detailed approach to the phenomenon of communication within complex and articulated groups in the different manifestations it adopts. There are several areas of specialization in the field of communication involved, such as public relations, corporate communication, institutional communication, advertising, marketing, or protocol studies. The course provides an overview of the main keys of these areas of knowledge so that the student has a global vision of this specialty of communication, transversal to all business and organizational activity. In addition, in recent times, phenomena related to virtual reputation management and its deep connections with digital communication are gaining special relevance.



PREVIOUS KNOWLEDGE

Relationship to other subjects of the same degree

There are no specified enrollment restrictions with other subjects of the curriculum.

Other requirements

Attendance to lectures does not require any prior expertise, since the basic knowledge on the subject is acquired with regular attendance to face-to-face lessons. Knowledge of image analysis and speech are transverse to Audiovisual Communication studies that students have acquired in previous courses.

COMPETENCES (RD 1393/2007) // LEARNING OUTCOMES (RD 822/2021)

1333 - Degree in Audiovisual Communication

- Students should be able to work as a team, communicate their own ideas and integrate themselves into group projects aimed at achieving results.
- Students should be able to obtain and select relevant information and sources in order to solve problems and elaborate on strategies.
- Students should be able to express themselves fluently and effectively in their own languages, as well as in a third language (preferably English), taking advantage of the linguistic and literary resources that are most appropriate for the different forms of media.
- Students should have initiative, creativity, credibility, honesty, leadership spirit and responsibility, both personally and professionally.
- Students must be able to apply production techniques and processes to the organisation of cultural events by planning the human and technical resources needed and adjusting to an existing budget.
- Students must be able to apply the principles and functions of visual identity to the creation of a manual of norms for the visual corporate identity of a given company.
- In terms of creativity, students must be able to take expressive and thematic risks within the framework of availability and in terms of audiovisual communication. They must be able to apply personal solutions and points of view in the development of projects.
- Students must be able to work well in a team, able to assume both subordinate roles and, where appropriate, the role of coordinator or director. They must be able to put into practice all the skills that they have acquired. They must know how to value their own proposals, but also to adapt to the demands of a group or a business.

LEARNING OUTCOMES (RD 1393/2007) // NO CONTENT (RD 822/2021)



- Organize cultural events.
- Plan human and technical resources for cultural events.
- Create corporate visual identity manuals.
- Manage visual identity principles and functions.
- Work in teams.
- Coordinate work teams.
- Enhance one's own proposals.

DESCRIPTION OF CONTENTS

1. Public relations and corporate communication

The first part of the unit is devoted to establishing conceptual bridges between public relations and corporate communication. It also introduces the basic concepts related to corporate identity management and its role in organizational communication.

2. Organizational communication

Some of the concepts of the previous unit are deepened and the concept of organizational communication is developed in more detail.

3. Integrated communication

This unit introduces the concept of integral communication. In the field of organizations, communication covers different levels. This unit explains the different areas of manifestation of corporate communication and how key concepts such as crisis communication or the Dircom figure are integrated.

4. How to communicate one's own image

This unit focuses on the study of the communication process of self-identity and reputation management with target audiences.

**WORKLOAD**

ACTIVITY	Hours	% To be attended
Theory classes	30,00	100
Computer classroom practice	30,00	100
Development of group work	15,00	0
Development of individual work	20,00	0
Readings supplementary material	15,00	0
Preparation of evaluation activities	40,00	0
TOTAL	150,00	

TEACHING METHODOLOGY

The contents of the course are introduced based on the students' previous general knowledge, who must actively participate in the development of the learning process. As far as the classroom hours are concerned, the course is structured in 2-hour sessions, two days a week. One of the sessions is of a theoretical nature and one of the sessions takes place in a computer classroom. In each of the sessions, the professor will introduce new concepts, will provide the students with the work material he considers necessary and will give the appropriate instructions to carry out the work and plan the development of the course. Class attendance is compulsory. The class will be participative and the teacher will constantly challenge the students to take an active part in the discussions. The possible teaching methodologies foreseen are:

- The lecture
- Theoretical and/or practical problem solving
- Case studies and analysis
- Classroom exposition and group work
- Discussions and seminars

In addition to the direct instructions of the professor, it is recommended that the student acts on his own in the following points:

- a) Selection and work with various documentary sources.
- b) Cooperation with classmates
- c) Work and extension of the suggested or provided readings.
- d) Analytical/critical observation of corporate speeches.



e) Study and preparation of theoretical and practical classes.

f) Preparation and completion of practical work.

g) Preparation and realization of the final evaluation.

Problems with spelling, syntax and/or written expression will be scored negatively and may result in failure of the test.

In case of plagiarism in a student's evaluation work, this may be evaluated with a numerical grade of zero, regardless of the disciplinary procedure that may be initiated and, if applicable, the appropriate sanction in accordance with current legislation.

Intellectual honesty is vital to an academic community and for the fair evaluation of the student's work. All work submitted in this course must be originally authored by every student. No student shall engage in unauthorized collaboration or make use of ChatGPT or other AI composition software.

EVALUATION

Given the theoretical-practical approach of the course, the following evaluation scheme is proposed:

- Final exam: 60% of the final grade
- Completion of work proposed in class: 40% of the final grade.

To pass the course, all the evaluation tests must be passed with a minimum of 5 points out of 10.

In case of plagiarism in a student's evaluation work, this may be evaluated with a numerical grade of zero, regardless of the disciplinary procedure that may be initiated and, if applicable, the appropriate sanction in accordance with current legislation.

Problems with spelling, syntax and/or written expression will be scored negatively and may result in failure of the test.

The tests and assignments may be done in Spanish or Valencian, depending on the student's preference.

Intellectual honesty is vital to an academic community and for the fair evaluation of the student's work. All work submitted in this course must be originally authored by every student. No student shall engage in unauthorized collaboration or make use of ChatGPT or other AI composition software.

The general grading system will follow the regulations of the Universitat de València approved by the Consell de Govern on May 30, 2017. ACGUV 108/2017.

REFERENCES



Basic

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Additional

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