VNIVERSITAT Ð VALÈNCIA

COURSE DATA

Data Subject	
Code	40102
Name	Corporate communication
Cycle	Master's degree
ECTS Credits	5.0
Academic year	2021 - 2022

Study (s)			
Degree	**Center**	**Acad. year**	**Period**
2114 - M.D. in Marketing and Market Research	Faculty of Economics	1	Second term

Subject-matter		
Degree	**Subject-matter**	**Character**
2114 - M.D. in Marketing and Market Research	1 - Specialty in communication	Optional

Coordination	
Name	**Department**
SERIC ., MAJA	43 - Marketing and Market Research

SUMMARY

The syllabus of the subject has been organized in four blocks of homogeneous contents:

Part I: Conceptual foundations
Part II: Design of corporate image
Part III: Evaluation of corporate image
Part IV: Communication of corporate image

The first part, called Conceptual Foundations, has an introductory character. It seeks to establish the global frame of reference of the content of the subject. In particular, indispensable theoretical concepts are introduced, such as identity, image, corporate communication and culture, assuming that they are multidimensional, are interrelated, and result in a complex process of analysis that deserves specialized professional and academic attention. Without these previous conceptual clarifications, understanding of the analysis, generation and management of the corporate image would be complicated.

The second part of the program called Design of corporate image, includes a topic that tries to show the student the importance of the management of the image as a means of approximation of the real image that the public has with the ideal image that tries to project the company. For that purpose, the relevance of the visual identity will be studied, in addition to the development of a manual for corporate communication management. Both tools are the key to the next phases: evaluation and communication of corporate image.

The third part, called Evaluation of corporate image, focuses on the study of the conformation of the corporate image by the various publics involved, as well as on the scales of analysis of the corporate image and its impact on the target audience and at the business level.

The fourth and last part of the program, called Communication of Corporate Image, will focus on the study of the set of corporate communication tools that the company can use to generate the desired image in its public, with a special focus on communication made to the formal members of the organization (workers) and to the clients.

PREVIOUS KNOWLEDGE

Relationship to other subjects of the same degree

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

Other requirements

No enrolment restrictions have been specified with other subjects of the curriculum.

In relation to other subjects of the same degree, no enrolment restrictions have been specified with other subjects of the curriculum. The previous knowledge is that of access to the Master.

OUTCOMES

2114 - M.D. in Marketing and Market Research

- Saber aplicar los conocimientos adquiridos y ser capaces de resolver problemas en entornos nuevos o poco conocidos dentro de contextos más amplios (o multidisciplinares) relacionados con su área de estudio.

- Poseer las habilidades de aprendizaje que les permitan continuar estudiando de un modo que habrá de ser en gran medida autodirigido o autónomo.

- Ser capaces de integrar conocimientos y enfrentarse a la complejidad de formular juicios a partir de una información que, siendo incompleta o limitada, incluya reflexiones sobre las responsabilidades sociales y éticas vinculadas a la aplicación de sus conocimientos y juicios.

- Saber comunicar sus conclusiones y los conocimientos y razones últimas que las sustentan a públicos especializados y no especializados de un modo claro y sin ambigüedades.

- Ser capaces de buscar, ordenar, analizar y sintetizar la información, seleccionando aquella que resulta pertinente para la toma de decisiones.

- Saber trabajar en equipo con eficacia y eficiencia.

- Ser capaces de tomar decisiones tanto individuales como colectivas en su labor profesional y/o investigadora.

- Have a proactive attitude towards possible changes that may occur in their professional and/or investigative work.

- Be able to integrate new technologies in their professional and/or research work.

- Know how to write and prepare presentations to present and defend them later.

- Ser capaces de analizar de forma crítica tanto su trabajo como el de su compañeros.

- Saber presentar en público los objetivos del plan de marketing y responder a las críticas de otros, mediante juicios argumentados y defenderse con rigor y tolerancia.

- Diseñar estrategias de marketing.

- Presentar documentos e informes en marketing e investigación comercial.

- Saber realizar las labores propias de su profesión, tanto en empresas privadas como en organismos públicos.

LEARNING OUTCOMES

Select and correctly use different sources of information in both traditional and electronic formats
Prepare documents and reports presented in a written text in a comprehensible organized, documented and illustrated way
Articulate an oral, structured, coherent speech, with good diction and use of technical vocabulary
Argue and counter-argue
Develop and direct a communication campaign
Select and use appropriately the variables of the corporate communication mix
Use the technical vocabulary of the subject

DESCRIPTION OF CONTENTS

1. PART I: CONCEPTUAL FUNDAMENTALS

Topic 1. Concept and background

1.1. Types of communication
1.2. Communication and culture
1.3. Corporate communication
1.4. Image, corporate identity, corporate brand and positioning
1.5. Public objectives

2. PART II: DESIGN OF THE CORPORATE IMAGE

Topic 2. Corporate identity and visual identity manual

2.1. Corporate identity: forms, importance and methods of analysis
2.2. Visual identity manual

3. PART III: EVALUATION OF CORPORATE IMAGE

Topic 3. Evaluation and analysis of corporate image

3.1. Corporate image and brand image
3.2. Evaluation and analysis of corporate image
3.3. Research and impact of corporate image: practical examples

4. PART IV: COMMUNICATION OF THE CORPORATE IMAGE

Topic 4. Internal communication and corporate image

4.1. Internal communication: definition
4.2. Advantages of good internal communication
4.3. Types of internal communication
4.4. Channels and internal communication tools

5. PART IV: COMMUNICATION OF THE CORPORATE IMAGE

Topic 5. Various corporate communication programs
5.1. External communication program: event marketing and public relations
5.2. Corporate communication program: corporate image, brand value and new technologies

6. PART IV: COMMUNICATION OF THE CORPORATE IMAGE

Topic 6. Communication in crisis
6.1. Corporate reputation
6.2. Crisis situation: characteristics and typologies
6.3. Communication in crisis: management manual
6.4. Post crisis situation
6.5. Practical examples

WORKLOAD

ACTIVITY	Hours	% To be attended
Theoretical and practical classes	34,50	100
Theory classes	0,00	100
Attendance at events and external activities	6,50	0
Development of group work	10,00	0
Readings supplementary material	7,50	0
Preparation of evaluation activities	21,50	0
Preparing lectures	22,50	0
Preparation of practical classes and problem	22,50	0
TOTAL	125,00	

TEACHING METHODOLOGY

The teaching methodology will be based on:
• Theoretical classes through participatory lectures
• Interactive classes
• Discussion of practical cases
• Project development
• Expert conferences
• Group work

The proposed methodology can be developed both in person and remotely if the circumstances require it.

EVALUATION

The evaluation of knowledge and the control of learning will be governed by the following operating rules:
1. Final evaluation of theory and practice, which represents 50% of the final grade (5 points), and will consist of a written exam based on the contents of the syllabus (in addition to evaluating theoretical content, its practical application will also be assessed).
2. Evaluation of the practical part, which represents the remaining 50% of the final grade, and which will consist of:
- Continuous evaluation through class attendance and participation in different individual and group practices (2 points).
- Practice topic 1 - 0.5 points - non-recoverable continuous assessment activity
- Practice topic 2 - 0.5 points - non-recoverable continuous assessment activity
- Practice topic 3 - 0.5 points - non-recoverable continuous assessment activity
- Practice topics 4 and 5 - 0.5 points - non-recoverable continuous assessment activity
- Development of the corporate communication campaign in a crisis situation that students will be making throughout the course, and whose presentation will take place in the established session. The completion of this work will be essential to pass the subject (3 points). Presentation counts for 0.5 points and report

counts for 2.5 points.

If necessary, the weight of academic assignments may be increased, to adjust to possible teaching situations until reaching 100% of the grade.

REFERENCES

Basic

- Losada Díaz, José Carlos (2004): Gestión de la comunicación en las organizaciones. Ariel: Barcelona.

- Seric, M., y Gil, I. (2011): Valor de marca en los hoteles de alta categoría: Un análisis desde la perspectiva del huésped según su país de origen". Gran Tour. Revista de Investigaciones Turísticas 3, 10-30.

- Seric, M., y Gil, I. (2012): "La investigación en torno a la comunicación integrada de marketing: una revisión". Cuadernos de Administración, 25 (44): 63-92, enero-junio.

- Seric, M. y Gil-Saura, I. (2012): Relaciones causales entre las TIC, la CIM y el valor de marca: Un estudio a partir de las percepciones de los huéspedes. Papers de Turisme, (5), 1-21.

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- Costa, C. V. (2019): Comunicación de crisis, redes sociales y reputación corporativa. ESIC.

Additional

- Alessandri, S. (2001): Modeling corporate identity: a concept explication and theoretical explanation, Corporate Communications: An International Journal, 6: 4, 173-182.
- Balmer, J. (2001): Corporate identity, corporate branding and corporate marketing: seeing through the fog, European Journal of Marketing, 35: 3/4, 248-291.
- Costa, J. (2018). Creación de la imagen corporativa. El paradigma del siglo XXI. Razón y palabra, 22(1_100), 356-373.
- Cruz, M. (2005). Las malas pasadas del pasado. Identidad, responsabilidad, historia. Barcelona: Anagrama, 19-28
- Epstein, M.J. y Birchard, B. (2001): La empresa honesta. Barcelona: Paidós, 197-213.
- Martínez, I. C., & Garrido, A. (2020). La pandemia del coronavirus: estrategias de comunicación de crisis. Más poder local, (41), 12-19.

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ADDENDUM COVID-19

This addendum will only be activated if the health situation requires so and with the prior agreement of the Governing Council

The teaching of the 2021-2022 academic year to which this Teaching Guide refers is scheduled in face-to-face mode.

If at any time, during the course, for justified and supervening reasons it could not be carried out as planned, the responsible teaching staff will communicate more specific and detailed information about the changes that should be made through the Virtual Classroom of the subject.

In the case of quarantine of some students or confinement of the population, distance learning synchronous methods might be implemented, which will allow the full development of the program. The appropriate measures will be taken if necessary to facilitate the access to the training sessions to any student who has to go into quarantine unexpectedly throughout the course.