Universitat de Lleida

DEGREE CURRICULUM

CORPORATE COMMUNICATION

Coordination: VISA BARBOSA, MARIONA

Academic year 2020-21

CORPORATE COMMUNICATION 2020-21

Subject's general information

Subject name	CORPORATE COMMUNICATION
Code	101970
Semester	2nd Q(SEMESTER) CONTINUED EVALUATION
Typology	

Degree	Course	Character	Modality
Bachelor's Degree in Audiovisual Communication and Journalism	3	COMPULSORY	Attendance-based

Course number of credits (ECTS)	6
Type of activity, credits, and groups	

Activity type	PRAULA	TEORIA
Number of credits	3	3
Number of groups	1	1

Coordination	VISA BARBOSA, MARIONA
Department	CATALAN STUDIES AND COMMUNICATION
Important information on data processing	Consult this link for more information.

CORPORATE COMMUNICATION 2020-21

Teaching staff	E-mail addresses	Credits taught by teacher	Office and hour of attention
VISA BARBOSA, MARIONA	mariona.visa@udl.cat	6	

Learning objectives

-Identify communication processes in the field of companies and institutions.
• Describe the main theories about advertising, public relations and communication corporate and institutional
• Develop an adequate knowledge of the conceptual foundations and the basic dynamics of any advertising communication process.
• Develop knowledge about the operation of communication offices in the internal and external communication of organizations.

Competences

Competencies:
Basics
CB5. Know how to develop those learning skills necessary to undertake further studies with a high degree of autonomy
General
CG2. Develop the organizational and planning capacity.
CG3. Apply theoretical knowledge in practical activity.
CG6. Develop creativity, innovation and competitiveness
Specific
CE7. Identify and apply the ethical foundations and professional ethics in the exercise of the activities related to the media.
CE16. Develop and apply knowledge about institutional and business communication management, as well as on the different strategies in the fields of corporate and advertising communication.
Transversal
CT4. Acquire basic knowledge of entrepreneurship and professional environments

Subject contents

1: CORPORATE COMMUNICATION. THE CREATION OF A COMMUNICATION PLAN: The communication department of a company and the tasks of the communication director. The communication plan. Internal communication plan. External communication plan. Crisis communication plan. Corporate social responsibility. Evaluation of results. Creation of a brand communication plan.

2: PLANNING AND EXECUTION OF THE COMMUNICATIVE CAMPAIGN OF THE 18th SETMANA DE LA COMUNICACIÓ: Corporate identity and corporate image. Corporate communication through its own channels, paid and earned. Management of own channels: Web, social networks, audiovisual platforms, podcast, newsletter ... Public relations. Elaboration of the social media plan.

Methodology

Master classes: Exhibition of the contents of the subject in an oral way by a teacher or teacher.

Conferences: Public presentation on a subject carried out by an expert.

Directed debate :Promote oral expression and comprehension in a collective conversation in which the subject can be prepared, but not the development of interventions.

Work in group: Learning activity that must be done through collaboration between the members of a group.

Written work: Consistent activity in the presentation of a written document

Drafting projects: Active teaching methodology that promotes learning from the realization of a project: idea, design, planning, development and evaluation of the project.

Case study: Method used to study an individual, an institution, a problem, etc. contextual and detailed.

Non-presential classes will follow this format:

- Master class from videoconference or sound slides

- Student work and case studies

Information on data protection in the audiovisual register in the subject COMUNICACIÓ CORPORATIVA
In accordance with current regulations on the protection of personal data, we inform you that:

- The organisation responsible for the recording and use of the image and voice is the University of Lleida -UdL- (contact details of the representative: General Secretariat. Plaza Víctor Siurana, 1, 25003 Lleida; sg@udl.cat; contact details of the data protection officer: dpd@udl.cat).

- The recorded images and voices shall be used exclusively for teaching purposes.

- The recorded images and voices shall be saved and preserved until the end of the current academic year, and shall be destroyed in accordance with the terms and conditions specified in the regulations on the preservation and disposal of administrative documents of the UdL, and the documentary evaluation tables approved by the Generalitat de Catalunya

(http://www.udl.cat/ca/serveis/arxiu/).
- The voices and images are considered necessary to teach this subject, and teaching is a right and a duty of the teaching staff of the Universities, which they must exercise under academic freedom, as provided for in article 33.2 of the Organic Law of Universities (Ley Orgánica de Universidades) 6/2001, of December 21. For this reason, the UdL does not need the consent of the students to register their voices and images with the sole and exclusive purpose of teaching in this particular subject.
- The UdL shall not transfer the data to third parties, except in the cases strictly provided for by the Law.
- The student can access their data; request correction, deletion or portability; object to its processing and request its limitation, as long as it is compatible with the purposes of teaching, by writing to dpd@udl.cat. You can also submit a complaint to the Catalan Data Protection Authority, via a mail to its website (https://seu.apd.cat) or other non-electronic means

Development plan

FEBRUARY Virtual Day 15: Presentation of the subject Day 16 face-to-face: The direction of communication and corporate visual identity Virtual Day 22: The corporate website Day 23 face-to-face: Establishing groups + Dircom Group and Corporate Visual Identity Group Meeting

MARCH Virtual Day 1: Social Networks + Group Meeting Website Day 2 face-to-face: Social networks + Group meeting Organization of the event Virtual Day 8: The e-newsletter + Network group meeting Day 9 face-to-face: The Youtube channel + Group meeting Electronic newsletter. Poster proposal. Virtual Day 15: The podcast + Youtube group meeting Day 16 face-to-face: Public relations + Podcast group meeting Virtual Day 22: The organization of the event and JPO + Public Relations group meeting Day 23 face-to-face: Preparation of tasks by group + Group

meeting Open Day April 29, 30 and 5 EASTER

APRIL Day 6 face-to-face: Viewing works by the speakers Virtual Day 12: Information from the communication management. Crisis communication plan Day 13 face-to-face: Review tasks of each group. Work in group. Day 19, 20 COMMUNICATION WEEK Virtual Day 26: Evaluation of results Day 27 face-to-face: Evaluation of results MAY Virtual Day 3: Exam Day 4 face-to-face: The communication department of a company. The communication plan Day 10 face-to-face: Internal communication Day 11 Institutional Party of the City of Lleida Virtual Day 17: External communication Day 18 face-to-face: Crisis communication Virtual Day 24: Corporate Social Responsibility Day 25 face-to-face: Evaluation of results Virtual Day 31: Guest conference

JUNE Day 1 face-to-face: Case studies Day 8 Delivery of work

Presential hours: 22,5 hours:

- Face-to-face or non-face-to-face master classes
- Meetings in groups to schedule the tasks to be performed
- Presentations of students' proposals
- Evaluation activities
- Tutorials

Non presential hours: 127,5

- Non-contact master classes
- Virtual meetings for groups to schedule the tasks to be performed
- Presentations of students' proposals
- Attendance at virtual contests (Setmana de la Comunicació)
- Autonomous work of the student
- Evaluation activities
- Tutorials

Classes will follow this format in case of confinement:

- Master class from videoconference or sound slides
- Case studies and student work through the tool that makes it possible to make groups in videoconferences

Evaluation

Attendance and participation 20%

Organization of the 18th Setmana de la Comunicació 40%

Onlin exams 20%

Communication plan 20%

Students who combine their degree with a full time job have the right to ask for alternative assessment within 5 days after the beginning of the semester. For information, please send an e-mail to academic@lletres.udl.cat or ask for information at the Faculty's secretary (Secretaria de la Facultat de Lletres).

Evaluation of EXECUTION OF THE TASK OF SETMANA DE LA COMUNICACIÓ

Prior planning 2

Execution 2

Creativity and originality 1

Flexibility and adaptability 1

Delivery of materials 2

Internal communication 2

EVALUATION of the COMMUNICATION PLAN

Work structure 2

Communicative strategy 4

Theoretical references and bibliography 2

Writing and spelling 2

Evaluation of ATTENDANCE AND PARTICIPATION

Attendance at guest professional conferences 2

Random attendance checks: 3

Attendance at preparatory group meetings and Setmana de la Comunicació: 5

Bibliography

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MATILLA, K. (2009): *Conceptos fundamentales en la Planificación Estratégica de las Relaciones Públicas* , Barcelona, UOC.

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SANZ DE LA TAJADA, L.A. (1994): *Integración de la identidad y de la imagen de la empresa,* Madrid, Esic.

VILLAFAÑE, J. (1999): *La gestión profesional de la imagen corporativa.* Pirámide. Madrid.

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ZARCO, Ana Isabel Jiménez; ARDURA, Imma Rodríguez. *Comunicación e imagen corporativa*. Editorial UOC, 2011.

WESTPHALEN, M.h. y PIÑUEL, J.L. (1993): *La Dirección de Comunicación.* Del Prado. Madrid.