



Universitat de Lleida

DEGREE CURRICULUM **CORPORATE COMMUNICATION**

Coordination: VISA BARBOSA, MARIONA

Academic year 2022-23

Subject's general information

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|---|---|---------------|------------------|------------------|
| 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. | | | |

| 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 public relations and communication corporate and institutional
- Develop an adequate knowledge of the conceptual foundations and the basic dynamics of any corporate 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 20th 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

Development plan

FEBRUARY

Day 6 Explanation of the subject

Day 7 Communication Plan: Analysis

Day 13 Communication Plan: Analysis

Day 14 Communication Plan: Analysis

Day 20 Communication Plan: Objectives

Day 21 Identity and corporate image + Choice of title

Day 27 Channel strategy and actions

Day 28: Organization of events + internal communication proposal

MARCH

Day 6 The corporate website + poster proposal and corporate visual identity

Day 7 Social networks + web proposal

Day 13 The Youtube channel + network proposal

Day 14 Electronic bulletin + Youtube proposal. ultimate poster

Day 20 Public relations + proposal Electronic bulletin

Day 21 The podcast + proposal Public relations

Day 27 Jornada de Portes Obertes + podcast proposal

Day 28 Communication of crisis + proposal Jornada de Portes Obertes

APRIL

April 3, 4 and 10 SETMANA SANTA

Day 11: Escaleta Organization of events

Day 17: Daily rundown

Day 18: Streaming tests

Day 21: 9am-1pm: Test room. Decor. Cameras.

Day 24, 25 SETMANA DE LA COMUNICACIÓ

MAY

Day 2 Communication Plan: Assessment

Day 8 Communication Plan: Assessment

Day 9 Corporate Social Responsibility

Day 15 (5:00-6:00 p.m.) Explanation of preparation of a briefing

Day 16 (5:00-6:00 p.m.) Case study: internal communication

Day 22 (5:00-6:00 p.m.) Case study: CSR

Day 23 (5:00-6:00 p.m.) Delivery of the briefing

Contact hours: 60 hours:

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

Non-contact hours: 90

- Non-contact master classes
- Virtual meetings for groups to schedule the tasks to be performed
- Presentations of proposals of the students of virtual form

Autonomous work of the student 90 hours

Classes will follow this format in case of confinement:

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

Evaluation

The final grade of the course will be the result of these learning activities:

40%: Execution of communication actions related to Setmana de la Comunicació and delivery of relevant specific documents.

20%: Attendance at the exhibitions of the respective group for the presentation and evaluation of objectives and at the activities of the Setmana de la Comunicació.

20%: Individual delivery of the Setmana de la Comunicació plan: (1) Analysis; (2) Map of audiences; (3) General and specific objectives of the group; (4) Message; (5) Strategic plan of actions and channels; (6) Scheduling of all actions; (7) Evaluation of group tasks. To be delivered on May 29.

20%: Written test on the elements of the communication plan. May 29

"Students who combine their studies with a full-time job or a part-time job with a schedule coinciding with classes have the right to request the alternative assessment within 5 days from the beginning of the semester. For more information, send an e-mail to academic@lletres.udl.cat or contact the Secretary of the Faculty".

If plagiarised material is detected, we will apply what is established in the 'Regulations for the Assessment and Grading of Student Learning in UdL Bachelor's and Master's Degrees

Bibliography

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