

Company and Institutional Communication

Code: 103124
ECTS Credits: 6

Degree	Type	Year	Semester
2501933 Journalism	OT	3	0

The proposed teaching and assessment methodology that appear in the guide may be subject to changes as a result of the restrictions to face-to-face class attendance imposed by the health authorities.

Contact

Name: Estrella Barrio Fraile
Email: Estrella.Barrio@uab.cat

Use of Languages

Principal working language: spanish (spa)
Some groups entirely in English: No
Some groups entirely in Catalan: Yes
Some groups entirely in Spanish: Yes

Prerequisites

No prerequisite is necessary. Students must show concerns and interest in the management of communication in companies and institutions.

Objectives and Contextualisation

Presentation

In recent years, communication has become a key element in the management of organizations. Currently, the important value of the corporate image and reputation of companies is being demonstrated, all due to factors such as society's more active participation in consumption, homogenization of products / services and / or the need to differentiate, among others. We can say, therefore, that the model of communication prevailing in organizations, especially in companies, has gone from being based on the product or in relations with the media, to consider communication as a strategic tool in management . On the other hand, we find another kind of communication, the institutional one, which as its own name indicates is that which is implemented in public entities, other institutions and non-profit organizations whose fundamental objective will be to disseminate relevant information that contributes to progress Social. In this type of organization, communication also begins to acquire a strategic function in its management. All this situation highlights the need to train professionals with the ability to articulate a strategic management of communication. The Dircom or Communication Director will assume the responsibility of accomplishing this task. The gender perspective will be included in the analysis of the figure of the Dircom.

Goals

Define what is business and institutional communication and what role it plays in organizations.
Know the communication models of companies and organizations in general.
Study business and institutional communication from a global and comprehensive approach that allows to understand and apply all the concepts that comprise it.
The main objective of this subject is to introduce students to a training and qualification process that facilitates their accessto this new professional profile (Dircom).

Competences

- Abide by ethics and the canons of journalism, as well as the regulatory framework governing information.
- Demonstrate a self-learning and self-demanding capacity to ensure an efficient job.
- Demonstrate adequate knowledge of Catalonia's socio-communicative reality in the Spanish, European and global context.
- Design, plan and carry out journalistic projects on all kinds of formats.
- Develop critical thinking and reasoning and be able to relay them effectively in Catalan, Spanish and a third language.
- Differentiate the disciplines' main theories, its fields, conceptual developments, theoretical frameworks and approaches that underpin knowledge of the subject and its different areas and sub-areas, and acquire systematic knowledge of the media's structure.
- Disseminate the areas' knowledge and innovations.
- Generate innovative and competitive ideas in research and professional practice.
- Relay journalistic information in the language characteristic of each communication medium, in its combined modern forms or on digital media, and apply the genres and different journalistic procedures.
- Respect the diversity and plurality of ideas, people and situations.
- Use one's imagination with flexibility, originality and ease.

Learning Outcomes

1. Analyse information processes, as well as the trends and theories that formalise them in the planning process of press offices and institutional communication.
2. Analyse the theories on advertising, public relations and corporate and institutional communication.
3. Apply the professional ethics of journalism to strategic communication in the field of press offices and institutional communication.
4. Apply the technologies and systems used to process, produce and relay information in the field of strategic communication.
5. Appraise the impact of technological innovations in the running of the Catalan and Spanish communication system.
6. Demonstrate a self-learning and self-demanding capacity to ensure an efficient job.
7. Demonstrate knowledge of how public figures' communication strategies are conceived and disseminated on the basis of the main current debates.
8. Develop critical thinking and reasoning and be able to relay them effectively in Catalan, Spanish and a third language.
9. Disseminate the areas' knowledge and innovations.
10. Generate innovative and competitive ideas in research and professional practice.
11. Plan and execute journalistic projects in the field of press offices and institutional communication.
12. Respect the diversity and plurality of ideas, people and situations.
13. Use one's imagination with flexibility, originality and ease.

Content

1. INTRODUCTION TO BUSINESS AND INSTITUTIONAL COMMUNICATION

Conceptual approach: company / institution and communication.

Functions and contributions of communication in organizations.

Dialogue with (public) stakeholders.

Communications in terms of audiences: internal communication and external communication.

Basic business communication models.

2. THE INTANGIBLE VALUES OF THE ORGANISATION

Corporate identity. Approach to the concept of identity. Identity as an instrument of company strategy. The seven vectors of corporate identity.

Corporate culture. Essential components. Dimension and functions of corporate culture. Shared values.

Corporate brand. Brand construction. Branding.

Corporate image. Approach to the concept of image. Global image. Corporate image as a management tool. Corporate reputation. Conceptual approach. Differences with the corporate image. Corporate social responsibility. Conceptual approach.

3. INTEGRAL MANAGEMENT OF COMMUNICATION

Communication as a strategic management tool.

The location of communication within the company: the Communication Department.

The communicative dimensions of organizations: commercial, corporate and internal.

Internal communication.

Communication in crisis situations: types of crisis, phases and management model.

Communication tools: the integral communication plan.

4. THE DIRECTOR OF COMMUNICATION

Dircom*: consolidation as a professional profile in the company.

The communications manager: responsibilities and functions.

Competences in the day-to-day running of the profession, training and personal conditions. Communication skills.

*The content of the course will be sensitive to aspects related to the gender perspective. The gender perspective will be included in the analysis of the figure of the Dircom.

Methodology

Detailed exposition of the theoretical contents of the syllabus, especially of all the concepts that are imparted in this matter. In this way the students will have a theoretical base that will allow them to carry out, a posteriori, the planned learning activities. With regard to the practical sessions, the class will be divided into 2/3 subgroups in order to be able to do a more personalised work with the seminar or practical tutors. In these practice sessions, group exercises will be carried out, raised in class, directly related to the specific topics as they are taught. These exercises will implement the method of case study, solving communication problems and / or the reading, analysis and sharing of specialized articles that the teacher considers of interest for the subject matter. As colophon to the subject the students will realize a final practice based on the study of a real experience of management of the communication in a company / institution. This final work will also be done in group (with the same group formed to the practical sessions). In this way, the students will contrast in practice the theoretical knowledge explained in class.

In the virtual campus, students will have links to complementary content for each thematic block. These materials must be read and reviewed in advance both to do the practices and to prepare the final theoretical test.

Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Theoretical classes, teacher and student presentation, debate, case studies and problem solving	52.5	2.1	1, 2, 3, 13, 4, 6, 7, 8, 9, 10, 11, 12, 5
Type: Supervised			
Individual and group tutorials	7.5	0.3	1, 2, 3, 13, 4, 6, 8, 9, 10, 11, 12
Type: Autonomous			
Personal study and work realitzacions	83.5	3.34	1, 2, 3, 13, 4, 6, 7, 8, 9, 10, 11, 12, 5

Assessment

The subject evaluation system is based on the following percentages:

- A) 40% Control of knowledge. The test must be passed (5 or more) to pass the subject (essential condition).
- B) 30% Execution and presentation of the practical exercises.
- C) 30% Realization of the final practice: study on the management and structure of the communication of an organization from primary sources (interview with a Dircom).

$A(40\%) + B(30\%) + C(30\%) = 100\%$ FINAL GRADE OF THE SUBJECT

The calendar will be available on the first day of class. Students will find all information on the Virtual Campus: teaching materials, and any necessary information for the proper follow-up of the subject. In case of a change of teaching modality for health reasons, teachers will make readjustments in the schedule and methodologies.

Re-evaluation

a) According to regulations, in order to participate in the catch-up process, students must have been previously assessed at least 2/3 of the total evaluable activities of the subject and have obtained at least a 3.5 weighted average grade of the subject.

b) The theory can only be recovered if the pupil in the multiple-choice exam has obtained a score between 3.5 and 4.9. The make-up test will consist of a written test to evaluate theoretical knowledge (80%) and the delivery of a work of analysis and review of four scientific articles that deal with the content that corresponds to each thematic block of the subject. The grade obtained will be equivalent to 40% of the final grade.

c) The student who has obtained a D in one of the practices either because he has suspended or because he has not presented it (as long as it is for reasons accredited or acceptable by the teaching team) will have the option to present himself to his recovery during the period established ad hoc. The recovery of each practice will consist of the resolution of a case or communication problem in the classroom (day or time to be determined).

d) The final work of the subject (30%) is an evaluable work that cannot be recovered in case of suspension. The reason is because it is practically impossible to carry out another job of these characteristics - an interview with Dircom with all that research entails regarding how he manages communication in his organisation - with the time available to us.

Review of notes

The practice notes will be communicated one week after they have been completed and handed over to the teachers. Once the student body is aware of the evaluation made by the teaching staff, if it needs further clarification it can ask for tutoring from its practice teacher. This tutorial must be done within 7 days after receiving the grade. After one week you will no longer be able to ask for a grade review. The grade of the final work will be communicated to the student once it has been corrected and the same revision period will be applied as in the practices. And finally, regarding the test scores, the review of scores will be done once they are made public. The teacher will indicate a day and an hour to do the face-to-face review of the test. After this indicated day, it will no longer be possible to ask for a revision of the test score.

IMPORTANT

The proposed teaching methodology and evaluation activities may undergo some modifications depending on the health authorities' attendance restrictions.

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Practices	30%	2.25	0.09	1, 2, 3, 13, 4, 6, 7, 8, 9, 10, 11, 12
Presentation final work	30%	2.25	0.09	1, 2, 3, 13, 4, 6, 8, 9, 10, 11, 12

Bibliography

Basic bibliography

AA. VV. -varios autores-. (2001) "Dirección de Comunicación Empresarial e Institucional". Gestión 2000 (Barcelona)

Argenti, Paul (2014) "Comunicación esetratégica y su contribución a la reputación". LID Editorial. (Madrid)

Barrio, E. (2019). Responsabilidad Social Corporativa. De la noción a la gestión. Barcelona: UOC

Barrio, Estrella, Enrique, Ana M^a, Benavides, Juan (2017). "The CSR Management process. Case Study". Revista Latina de Comunicación, 72, pages 1063-1084. En: <https://search.proquest.com/docview/1944516381?pq-origsite=gscholar>

Costa, Joan (2011) "El ADN del Dircom. Origen, necesidad, expansión y futuro de la dirección de comunicación". Editado por CPC (Barcelona)

Costa, Joan (2012) "El Dircom hoy. Dirección y Gestión de la comunicación en la nueva economía". Editado por CPC (Barcelona).

Enrique, Ana, Madroñero, Gabriela, Morales, Francisca, Soler, Pere. (2008) "La planificación de la comunicación empresarial". Servei de Publicacions (Barcelona)

Enrique, Ana y Morales, Francisca (coord.) (2015) "Somos Estrategas". Gedisa (Barcelona) En: <https://ebookcentral.proquest.com/lib/uab/detail.action?docID=4909194>

Losada, José Carlos (2014) "Comunicación en la gestión de crisis". Editorial UOC (Barcelona)

Mut, Magdalena (2011). "El director de Comunicación del cambio". Revista Internacional de RRPP. Número 2. Vol. 1, páginas 107-118. En: https://riuma.uma.es/xmlui/bitstream/handle/10630/5030/6_mut.pdf?sequence=1

Villafañe, Justo (2008) "La gestión profesional de la imagen corporativa". Pirámide (Madrid)