

Communication in Organisations

Code: 103163
ECTS Credits: 6

Degree	Type	Year	Semester
2501935 Advertising and Public Relations	OB	3	1

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

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Use of Languages

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

External teachers

Alavedra, Jorge
Santiago Jordán

Prerequisites

The students who take this course must have a coneixements previs de comunicació. Encara that l'assignatura s'imparteix en castellà, the students that vulguin cursar have to have a minimum coneixements of the Catalan language per a millor seguiment i participation of the interventions and diàlegs generats in the sessions docents.

Objectives and Contextualisation

This subject is part of the subject Strategy in Advertising and Public Relations, whose main objective is to provide students with the tools to have the ability to design effective communication strategies.

Through it, the student will be informed about forms of business communication that are alternatives to commercial communication and whose main objective is to create a positive image that globally benefits an organization, both externally and internally.

We will also see different typologies of crises and how these can affect the reputation of a company or institution, as well as how to manage them communicatively.

The students of this subject will have previously studied the subject of Contemporary Advertising Systems, where communication techniques aimed at achieving commercial objectives are analyzed, having basically seen that dimension of the organizations. However, in the subject at hand, students will work a much more global dimension of companies, noting that the institutional and commercial scope can act as communicating vessels.

It is about analyzing all those elements that make up the identity of an organization, its values, its culture, its philosophy and its objectives in society, handling concepts such as corporate social responsibility as one of the fundamental elements of any organization that wants to have a good reputation in its environment.

Competences

- Analyse market data (competition and brand image) to develop a communication plan.
- Demonstrate knowledge of management theories in the management of advertising companies and organisations.
- Set communication objectives and design strategies that are suited to the dialogue between brands and consumers.
- Show leadership, negotiation and team-working capacity, as well as problem-solving skills.

Learning Outcomes

1. Analyse the principles that lay the foundations for effectiveness analysis (cost-impact ratio).
2. Describe the nature of exchange relations between advertising companies and consumers.
3. Differentiate the formats for presenting public relations activities (consultancies, special events, fairs, crisis management, publicity, etc.).
4. Identify the consumers needs and appraise their role in the purchasing process.
5. Show leadership, negotiation and team-working capacity, as well as problem-solving skills.

Content

Topic 1.- CREATION AND TRANSMISSION OF CORPORATE IDENTITY. The creation of identity in organizations: physical features and cultural features. The corporate identity program. The communication of the brand identity. The creation and adaptation of values as a way to transmit identity.

Topic 2.- CORPORATE COMMUNICATION IN ORGANIZATIONS. Typology of most used techniques, ways, tools Dimension identity / dimension communication / dimension image. The importance of the stakeholders and the approach of values.

Item 3.- COMMUNICATION OF CORPORATE SOCIAL RESPONSIBILITY IN ORGANIZATIONS. Business ethics, responsibility and reputation. Corporate social responsibility, a fashion, a need or an obligation on the part of organizations?

Trends and social motivations that affect the behavior of organizations. Approaches to CSR from the organization based on the areas of action and interest groups.

Unit 4.- INTERNAL BRAND BUILDING IN ORGANIZATIONS. Communication as a way of internal transmission of the culture of the organization.

Internal communication channels most used and their directionality depending on the objectives. How companies relate to their employees. Its role as transmitter of the identity of the organization.

Unit 5.- MANAGEMENT COMMUNICATION OF CRISIS IN ORGANIZATIONS. Typologies of crisis. Features. Beginning. Morphology. The crisis plan. Management of crisis communication. Analysis of practical cases.

Methodology

The teaching methodology is adapted to the typology of the teaching sessions marked according to the character

- Face-to-face theoretical sessions, in which the communication possibilities of the organizations will be transmitted.
- Seminars, with an important participation on the part of the student and for prior work on their part. Through them, the students will be able to develop their critical thinking and problem-solving skills.
- Laboratory practices, aimed at enhancing skills such as negotiation, leadership, team management and reflection.

The students will work throughout the subject in closed teams.

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

The calendar will be available on the first day of class. Students will find all information on the Virtual Campus: the description of the activities, 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.

Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Laboratories	18	0.72	5, 2, 4, 3
Theoretical classes	15	0.6	2, 4, 3
Tutorials	3	0.12	5, 3
Type: Supervised			
Evaluation	2	0.08	2, 4, 3
Seminars	15	0.6	5, 2, 4, 3
Type: Autonomous			
Student work, readings, team work	27	1.08	5, 2, 4, 3

Assessment

The evaluation system that will be applied in the subject is the following:

- completion of group work (50%) in the final grade
- seminars assistance (10%) in the final grade

- exam type test (40%) in the final grade

To pass the subject must pass both the work and the exam.

Attendance at seminars and laboratories is compulsory (minimum 80%), and its implementation and assistance a

The student who performs any irregularity (copy, plagiarism, identity theft...) that can lead to a significant variation of the qualification of an evaluation act, will be qualified with 0 this act of evaluation. In case there are several irregularities, the final grade of the subject will be 0.

The subject includes the possibility of recuperation, under the following guidelines:

- the student who fails the exam will have access to a second exam during the recuperation period. In this case, t
- the student wishing to improve the grade of the first examination session must prepare a specific bibliography (t
- in the case of suspending a seminar, group work or practice, the student must repeat it in the recuperation peric

The student will be entitled to the revaluation of the subject if he or she has been evaluated of the set of activities the weight of which equals a minimum of 2/3 of the total grade of the subject.

The student who performs any irregularity (copy, plagiarism, identity theft...) will be qualified with 0 in this assignment or exam. In case there are several irregularities, the final grade of the subject will be 0.

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Exam	40%	4	0.16	1, 5, 2, 4, 3
Seminars Assistance	10%	33	1.32	1, 5, 2, 3
Work	50%	33	1.32	2, 3

Bibliography

BIBLIOGRAFÍA OBLIGATORIA

- Responsabilidad social corporativa : teoría y práctica / Fernando Navarro García

[Navarro García, Fernando,](#)

Llibre en línia | ESIC | 2012 | Segunda edición revisada y actualizada

https://cataleg.uab.cat/iii/encore/record/C__Rb2085383?lang=cat

- Guía fundamental de la comunicación interna / Joan Cuenca, Laura Verazzi ; prólogo de Josep Rom Rodríguez

[Cuenca Fontbona, Joan,](#)

Llibre en línia | Editorial UOC | 2018-10- | Primera edición en formato digital

https://cataleg.uab.cat/iii/encore/record/C__Rb2085350?lang=cat

- [¿Cómo elaborar un plan de comunicación corporativa?](#) / Elisenda Estanyol (coord.) ; Elvira García, Ferran Lalueza

Llibre en línia | 2016-09-

- [SOS : 25 casos para superar una crisis de reputación digital](#) / Javier López Menacho

[López Menacho, Javier, 1982- autor](#)

Llibre en línia | 2018-03-

- [Comunicación corporativa : claves y escenarios](#) / Miguel Túñez López, Carmen Costa-Sánchez (eds.) ; Francisco Carrillo Boutureira [i 14 més]

[Carrillo Boutureira, Francisco, autor](#)

Llibre en línia | 2014

- [\(No\) crisis : comunicación de crisis en un mundo conectado](#) / José Carlos Losada Díaz ; prólogo de José Manuel Velasco

[Losada Díaz, José Carlos, 1973- autor](#)

Llibre en línia | 2018-03-

- [Manejo de crisis : ¿Qué hacer el día en que todo está en contra nuestra?](#)

Remy, Paul; Remy, Paul

eBook | 2015

- Dar la cara es la clave : cómo comunicar sin miedo en situaciones de crisis / David Espinós

[Espinós, David,](#)

Llibre en línia | Editorial UOC | 2018

- [Buen jefe, mal jefe : Cómo ser el mejor y aprender de los peores](#)

Robert I. Sutton; Robert I. Sutton

eBook | 2011

Students can consult the changes in the compulsory bibliography in the virtual campus at the beginning of the tea

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- Aaker, D. "Liderazgo de marca". Deusto.
- Arroyo, L y Yus, M. "Los cien errores en la comunicación de las organizaciones". ESIC
- Bel, J.I. "La Dirección de la comunicación en las organizaciones". Eunsa
- Costa, J. "La comunicación en acción. Informe sobre la nueva cultura de la gestión". Paidós
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- Kapferer, J.N. "La marca, capital de la empresa. Principiosy control de su gestión". Deusto
- Keller, K. "Administración Estratégica de Marca". Pearson
- Liker, J. "Las claves del éxito de Toyota". Gestión 2000.
- López Lita, R. "La comunciación corporativa en el ámbito local". Col.lecció e-Humanitats
- Love, F. "Mc Donald's. La empresa que cambió la forma de hacer negocios en el mundo". Ed. Norma
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- Mora, J.M "10 ensayos de comunicación institucional". Eunsa
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- Olcese, Aldo. "[Manual de la empresa responsable y sostenible : conceptos, ejemplos y herramientas de la responsabilidad social corporativa o de la empresa](#)". McGraw Hill/Interamericana
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