

**Corporate Communication: Strategic Plans**

Code: 104779  
ECTS Credits: 6

Degree	Type	Year	Semester
2503868 Communication in Organisations	OB	2	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: Yes  
Some groups entirely in Spanish: No

### Teachers

Lorena Martinez Garcia

### Prerequisites

Within the framework of the prevention and prey of security measures in the field of the Covid-19 virus, the subjects of the 1st quarter will be carried out in a semi-face-to-face format. For this reason, students who want to study this subject must have within their reach the possibility of accessing information and communication technologies (ICTs) that guarantee the correct follow-up of the subject, within these technologies you must have:

- Computer support to access the Virtual Campus and visualize audiovisual learning activities and carry out practical training activities.
- Communication tools and technologies capable of telematic teamwork. We are talking about tools that allow communication by group teleconference

### Objectives and Contextualisation

The course is designed to deepen the study of communication management in organizations. Training of the theoretical aspects in strategic communication to work in communication offices. Also design and implement communication plans, image strategies, public campaigns. Study of the process of creating a communication plan, taking into account the internal and external communication of organizations with their different internal and external audiences. Analysis of the current communication trends of organizations. Mechanisms of relations with the media.

### Competences

- Analyse and evaluate the structures of the different types of organisations, of the Media and of the relationship between the two.

- Analyse communication in the organisation and draw up a communication plan that includes internal, external and crisis communication.
- Devise, plan and execute communication projects about the organisation on all types of media and for both internal and external audiences.
- Display the ability to lead, negotiate and work in a team.
- Establish communication objectives, and design and apply optimal strategies for communication between organisations and their employees, clients and users, and society in general.
- Manage time efficiently and plan for short-, medium- and long-term tasks.
- Students must be capable of applying their knowledge to their work or vocation in a professional way and they should have building arguments and problem resolution skills within their area of study.
- Students must be capable of communicating information, ideas, problems and solutions to both specialised and non-specialised audiences.
- Students must develop the necessary learning skills to undertake further training with a high degree of autonomy.
- Work in compliance with professional codes of conduct.

## Learning Outcomes

1. Adapt to new situations in a constantly changing work environment.
2. Adopt an ethical approach when creating strategic plans, dealing with a communication crisis and defending the public image.
3. Apply a SWOT analysis to the characteristics of the different types of organisation, taking account of geographical location, products or services offered, target audience, number of employees, etc.
4. Communicate with journalists, members of the organisation and external audiences.
5. Devise and develop communication mechanisms of different kinds taking into account the characteristics of the organisation.
6. Generate creative ideas in the workplace.
7. Identify and describe organisations' communicative objectives in order to gain a competitive advantage regarding their internal and external audiences.
8. Know all about the characteristics and structure of the media in the organisation's geographic area of influence in order to draw up its media plan.
9. Organise the activities of communication departments in the short, medium and long term.
10. Plan and conduct academic studies in the field of corporate communication based on the preparation of strategic communication plans.
11. Respect the different religions, ethnic groups, cultures, sexual identities, etc. of the persons belonging to the organisation.
12. Set up mechanisms for an organisation and the members of its communication departments to explain the organisation's objectives, functions and business idea to audiences of all types.
13. Show initiative and leadership skills.
14. Work independently to solve problems and take strategic decisions on the basis of the knowledge acquired.

## Content

Topic 0 Contextualization of the subject:

- Guidelines in which the subject of Corporate Communication will be developed: Strategic Plans. Presentation of the subject, the material, the methodology and the academic calendar.

Topic 1 Principles of Strategic Communication:

- The communication within the company
- The figure of the Dircom
- Principles of advertising and communication strategy

Topic 2 The Intangible Values of communication.

- Concepts of Identity, image and reputation
- Brand positioning
- The brand as a strategic asset
- Principles of branding for communication planning
- Brand history
- The brand and the mind of the consumer
- Planning of the strategy and type and brands based on the brand portfolio
- IVC principles

#### Topic 3 Growth strategies

- Concept of competitive advantage as the purpose of the brand
- Growth strategies for brands
- Imitation VS. Differentiation
- Strategic tools: SWOT AND CAME

#### Topic 4 The communication plan

- The communication plan as a strategic tool
- Parts of the communication plan

#### Theme 5: Campaign 1: Strategic Preparation

- Knowledge of the final consumer
- Insights vs ACB'S
- Needs, benefits and wishes
- The positioning of the brand.
- Proposal and promise of value
- Build the RW'S and RTB brand

#### Topic 6: Campaign 2: Message and launch

- Steps to create the campaign
- Creativity: Briefing and alternatives
- Construction of the message: type of copy's
- Tools for the construction of the message
- Final arts
- Budget and scheduling.

The detailed calendar with the content of the different sessions will be exposed on the day of presentation of the subject. It will also be posted on the Virtual Campus where students can find the detailed description of the

exercises and practices, the various teaching materials and any information necessary for the proper monitoring of the subject. In the event of a change in the teaching modality for health reasons, the teaching staff will inform of the changes that will occur in the programming of the subject and in the teaching methodologies.

## Methodology

The teaching methodology is adapted to the typology of the teaching sessions marked according to the characteristics of the subject and the directives applied in terms of security and protection from the Covid-19 virus. This will follow a blended methodology based on the Flipped Classroom (pedagogical model also known as an inverted classroom. For this, the theory will be carried out telematically and the classroom classes will be used for more practical work. The Flipped Classroom methodology is revolutionary in nature because it proposes to turn around what had been done until now, questioning the classical educational system. It is a groundbreaking system because it proposes that students study and prepare lessons outside of class, accessing the contents of the subjects at home so that, later on, it is in the classroom where they do their homework, interact and carry out more participatory activities (analyze ideas, debates, group work, etc.), all of which rely heavily on new technologies and with a teacher who acts as guide.

Theory:

- Theoretical sessions in Virtual Teaching format. Theory classes will be conducted online using appropriate material.
- For theory, video will be considered as the main tool that allows the student to view it as often as appropriate and to adapt the content display to their schedule.
- A forum will be used for the resolution of joint doubts that may exist during the course.
- Non-evaluative comprehension activities. Complementary activities will be proposed to ensure that the student understands the theoretical content and ensure that the learning objectives are achieved.

Practice:

- Laboratory practices, aimed at enhancing skills and knowledge acquired during the course. The format used will be the analysis of real cases (Case History).
- Completion of a final project where the subject content is practiced transversally.

The proposed teaching methodology and evaluation may undergo some modification depending on the face-to-face restrictions imposed by the health authorities

## Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Case Study	18	0.72	1, 2, 3, 4, 12, 13, 8, 6, 5, 7, 9, 10, 11, 14
Online theory sessions	26	1.04	2, 3, 4, 12, 8, 5, 7, 10, 11, 14
Tutorships	6	0.24	2, 13, 11
Type: Supervised			
Exam	4	0.16	3, 4, 12, 8, 5, 7, 10, 14
Type: Autonomous			

## Assessment

The evaluation system to be applied in the subject is as follows:

- Carrying out practical cases (40% of the mark)
- Final work of the subject (35% of the mark)
- Test type exam (25% of the grade)

To pass the subject, more than 5 out of 10 must be obtained in the grade resulting from the evaluation activities described above.

Attendance in face-to-face classes is compulsory (minimum 80%), and its performance and attendance are not recoverable. In addition, students who do not attend a face-to-face class where an evaluative activity is carried out will record their grade as 0.

The student who makes any irregularity (copying, plagiarism, identity theft ...) that may lead to a significant variation in the grade of an assessment act, will be rated 0 this assessment act. In the event of several irregularities, the final grade for the course will be 0.

### Recovery of the subject

Students will have the right to the recovery of the subject if the weight of which has been evaluated is equal to a minimum of 2/3 parts of the total grade of the subject. The possibility of recovery is included, under the following guidelines:

- The student who fails the exam may access a second exam during the recovery period. In this case, the maximum grade to be obtained would be approved (5).
- In the case of suspending a job, the student may prepare an alternative job in the recovery period. The maximum grade to be obtained would be approved (5).

The activities that are excluded from the recovery process are:

- Final work of the subject(30% of the mark).

The teaching methodology and the proposed evaluation may undergo some modification depending on the restrictions on attendance that the health authorities impose.

## Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Case Study	40%	0	0	1, 2, 3, 4, 12, 13, 8, 6, 5, 7, 9, 10, 11, 14

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Exam	25%	0	0	3, 4, 12, 8, 5, 7, 10, 14
Final Work	35%	0	0	1, 2, 3, 4, 12, 13, 8, 6, 5, 7, 9, 10, 11, 14

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