

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: No
Some groups entirely in Spanish: Yes

Teachers

Ileana Lis Zeler

Prerequisites

No prerequisite is necessary.

Objectives and Contextualisation

After the introduction into the subject of communication in organizations, corporate communication, PR and strategic communication, there will be the possibility of understanding of the theoretical proposals of strategic communication and its components. With it, it will also be discussed the concept of strategy, the management levels of it, as well as the ethical and societal impact. Furthermore, the research, planning, stakeholders and messaging evaluation will provide the in-depth insight and practice of the strategic planning. Moreover, branding and campaigns methods and practice will complete this seminar.

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

1-Communication in organizations, corporate communication, PR and strategic communication: Quo Vadis?

2-Theory of strategy communication

3-The concept of strategy

4-Management Levels

5-Ethics and Societal Issues

6-Research

7 -Strategic Communication Planning

8- Stakeholders

9- Messaging

10-Branding

11- Campaigns

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 subject is divided into theoretical and practical sessions. Theoretical sessions consist of presenting the general concepts of the topic and the reflection and debate of the students from the suggested readings. And the practical sessions will include practical exercises and group activities to assimilate the theoretical aspects presented.

Regarding practical sessions, the class will be divided into subgroups to do personalized work with seminar or internship tutors. In these sessions, group exercises will be held, raised in class, directly related to the topics developed in the subject. Thus, the case study method, the resolution of communication problems, and/or the reading, analysis, and sharing of articles that the teacher considers interesting will be implemented. As a culmination of the subject, the students will carry out a final work based on an authentic public relations management experience in a company/institution. This final work will be done in a group (with the same group formed for the practical sessions). In this way, students will contrast in practice the theoretical knowledge explained in class.

Students will have complementary materials linked to a thematic block on the virtual campus. These materials should be read and reviewed to do the internships and prepare for the final theoretical test.

Annotation: Within the schedule set by the centre or degree programme, 15 minutes of one class will be reserved for students to evaluate their lecturers and their courses or modules through questionnaires.

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

Annotation: Within the schedule set by the centre or degree programme, 15 minutes of one class will be reserved for students to evaluate their lecturers and their courses or modules through questionnaires.

Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			

Theoretical and practical sessions	48	1.92	2, 3, 4, 12, 8, 5, 7, 10, 11, 14
Type: Supervised			
individual and group tutorials	14	0.56	3, 4, 12, 8, 5, 7, 10, 14
Type: Autonomous			
Jobs, practices and readings	88	3.52	

Assessment

The allocation evaluation system is based on the following criteria:

-Activity A: Knowledge control (30% on final qualification): final theoretical exam. The test must be approved with a rating equal to or greater than 5.0 (mandatory).

-Activity B: Realization and presentation of practical activities (40% on final grade). If you do not present in the day and the class, you will get 0 points for the assignment. The global note of criterion B will be obtained from the average of the set of notes of the activities.

-Activity C: Realization and presentation of the final work (30% on the final grade)

$A (30\%) + B (40\%) + C (30\%) = 100\%$ endNOTE of the subject

*To overcome the assignment it is mandatory to get a note equal to or greater than 5.0 each of the evaluation criteria (A, B and C). Reassessment)

a) Students will have the right to recover the assignment if he/she has been evaluated from the activity set, whose weight is at least 2/3 of the total rating of the subject and having obtained at least 3.5 of the weighted average note of the subject.

b) The theory can be recovered only if the student wave has obtained between 3.5 and 4.9 in the theoretical test rating. The recovery test will consist of an evaluation examination of theoretical knowledge.

c) Students who have failed or have not presented a practice (provided that it is for reasons duly accredited and accepted by the teaching team), will have the option of presenting their 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).

The final work of the subject (30%) is a work that cannot be recovered because it is almost impossible to perform another work of this nature over time.

In case of second tuition, the student will be able to perform a single synthesis test consisting of a theoretical test. The assignment grade will correspond to the summary test grade.

Plagio

The student performing any irregularities (copy, plagiarism, identity impersonation ...) will be graded with 0 this assessment act. In the event of several irregularities, the final score for the subject will be 0.

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Exam	30%	0	0	3, 4, 12, 8, 5, 7, 10, 14
Final work in group	30%	0	0	1, 2, 3, 4, 12, 13, 8, 6, 5, 7, 9, 10, 11, 14
Practices	40%	0	0	1, 2, 3, 4, 12, 13, 8, 6, 5, 7, 9, 10, 11, 14

Bibliography

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Matilla, Kathy. (2009). Conceptos Fundamentales en Planificación Estratégica de las Relaciones Públicas. Barcelona: UOC.

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Pérez, Rafael. (2001). *Estrategias de comunicación*. Barcelona, Spain: Ariel.

Sanchez-Blanco, Cristina (2011). Planificación estratégica. Universitat, Madrid

Wilcox, Dennis; Ault, Philip; Agee, Warren; Cameron, Glen (2000). Relaciones Públicas: Estrategias y Tácticas, Madrid: Addison Wesley

Xifra, Jordi (2005). Planificación estratégica de las relaciones públicas. Barcelona: Paidós.

Software

Word, Power Point y Excel.