

**Public Image Management**

Code: 104782  
ECTS Credits: 6

| Degree                                 | Type | Year | Semester |
|--|------|------|----------|
| 2503868 Communication in Organisations | 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: catalan (cat)  
Some groups entirely in English: No  
Some groups entirely in Catalan: Yes  
Some groups entirely in Spanish: No

### Prerequisites

This teaching guide has been completed following the instructions of the UAB Rectorate, which has followed Deganat from the Faculty of Science of Communication. According to them, teaching in the firstsemester will be of presential character. However, it must be borne in mind that the teaching methodology and the evaluation proposed may experience some change based on the restrictions on presence imposed by health authorities. Students will need to have a knowledge of current issues. Students must also have a sufficient domain of Catalan and Spanish, languages in which the classes are held and have at least English master at the reading level (language at which most materials are)

### Objectives and Contextualisation

The course is intended to provide the basic conceptual instruments for the analysis and understanding of the concept of public image and the management of public image in contemporary societies.

### 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. What is public image?
  1. Basic concepts
2. Imagology
  2. Personal/institutional/brand image
3. Digital image
  1. Social networks as image builders/destroyers
4. Analysis of the public image
  1. Constitutive elements
  2. Perception
  3. Reputation
5. Public image management
  1. Formulation of strategies
  2. Actions
  3. Tools
4. Use of social networks

## Methodology

The basis of the teaching methodology will be to achieve autonomous learning by the student. The activity academically mastered by the teacher, with a constant and active participation of the student, will allow this one to assume the general and specific competences that will be raised in this matter, and succeed, in this way, to meet the stated objectives.

Matter is divided into a series of master classes, seminars and/or conferences and/or days specifics that provide the theoretical and methodological basis and serve as a nexa and guide for carrying out activities

learning (training classes) and self-learning that are essential in the design of the subject.

Theoretical air class and learning activities will allow students to take on the purposes of the Matter.

Practices that are carried out must also be identified with the theoretical discussions that are Consider the subject. In this way, there will be a thread running through the whole subject for the purpose that pupils can grow intellectually and in their training.

Tutorials are regarded as a fundamental aspect for the guide and growth of learning the students. These tutors may be individual, group, presence, or virtual, depending on course development.

The detailed calendar with the content of the different sessions will be set on the day of presentation the assignment and will be uploaded to the Virtual Campus where the student can find the detailed description of the exercises and

practices, the various teaching materials and any information necessary for proper monitoring of the subject. In the event of a change of teaching mode for health reasons, the teachers will report changes which will occur in the allocation schedule and teaching methodologies.

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   |       |      |   |
| Lecture          | 15    | 0.6  | 1, 2, 3, 12, 8, 6, 7, 10                      |
| Practical        | 18    | 0.72 | 1, 2, 3, 4, 12, 13, 6, 5, 7, 9, 10, 11, 14    |
| Seminar          | 15    | 0.6  | 1, 2, 3, 4, 12, 13, 6, 5, 7, 9, 10, 11, 14    |
| Type: Supervised |       |      |   |
| Assessment       | 8.5   | 0.34 | 1, 2, 3, 13, 6, 5, 9, 11                      |
| Mentoring        | 8.5   | 0.34 | 1, 2, 3, 4, 12, 8, 6, 5, 7, 9, 10, 11, 14     |
| Type: Autonomous |       |      |   |
| Other            | 50    | 2    | 1, 2, 3, 4, 12, 13, 8, 6, 5, 7, 9, 10, 11, 14 |

## Assessment

### ASSESSMENT

The assessment of the subject will have two distinct parts. One will be the part of the examination of theoretical content and the other will be the part of practices to be performed on learned theoretical concepts.

A. CONTENT EXAM (individual): 20% of the final grade

Activity B. A Analysis of the public image of an organization (written presentation and oral group presentation). 25% of the final grade.

Activity C: Oral presentation. 10% of the final grade.

Activity d. Group practical activity creating the public image of an organization that will have a written presentation and an oral (in group). 35% of the final grade

Activity D. Student's folder. 10% of the final grade.

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The specific content of the different activities will be explained by teachers at the start of each of the practices. The completion and delivery dates of the tests will be set in the Extended Docent Schedule, which will be available in the Virtual Campus.

This timetable provided for the completion and delivery of the tests will be maintained as long as there are no variations due to a better teaching organization, or changes resulting from changes in the group days that are not attributable to the teaching staff of this assignment.

As an ongoing assessment, assistance to the classroom is required and to approve the subject it is mandatory to perform all the above tests

The specific content of the different activities will be set and published, prior to the start of the assignment, in an Extended Docent Schedule, which will be available in the Virtual Campus.

#### Recuperation

In the last two weeks of the course, a maximum of 2 parts of the five assessed (critical exam and commentary) will be recovered, provided the other three are approved.

The student who suspends the theory part, i.e. the content exam, will have the option of presenting himself to a recovery test, which will be written, in the same format as the previous test, and to celebrate, during the period of recovery activities, on the date and circumstances that are determined. The mandatory condition for opting for this recovery of the theoretical part is to have been presented to the first written test of the evaluation of theoretical knowledge programmed in the subject and to have suspended it with an equal to 3.

Critical comment retrieval: Alumni who suspends the article will have the option of presenting themselves to a recovery test, a substitute for, and to celebrate, during the period of recovery activities, on the date and circumstances that are determined. The mandatory condition for opting for this recovery is to have submitted the comment and suspended it with a note equal to or greater than 3. The note obtained in larecuperation - which does not mean the note obtained in the above tests - will be the final one in terms of evaluation

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Grade revision: The note is made public by the Virtual Campus. The course start calendar will mark the dates of tutors for the review of grades.

#### Second enrollment

In the case of second tuition, the student will be able to perform a single synthesis test of all matter. The features of this test will be placed on the virtual campus, and it is necessary for the student who is hosting it to communicate it to the teacher responsible for the subject, in the first two weeks of the course.

#### Plagiarism

A student performing any irregularities (copy, plagiarism, identity impersonation...) will get a zero (0) from the assessment act. In the event of several irregularities, the final score of the subject is zero (0).

### Assessment Activities

| Title                    | Weighting | Hours | ECTS | Learning Outcomes               |
|--------------------------|-----------|-------|------|---------------------------------|
| Analysis of public image | 25        | 10    | 0.4  | 1, 2, 3, 13, 8, 6, 7, 9, 11, 14 |

|  |    |    |      |   |
|--|----|----|------|---|
| Exam                                     | 20 | 2  | 0.08 | 1, 2, 8, 7, 10, 11, 14                        |
| Oral presentation                        | 10 | 2  | 0.08 | 1, 3, 4, 13, 8, 6, 14                         |
| Practical activity Public image creation | 35 | 13 | 0.52 | 1, 2, 3, 4, 12, 13, 8, 6, 5, 7, 9, 10, 11, 14 |
| Student's folder                         | 10 | 8  | 0.32 | 1, 2, 3, 4, 12, 13, 8, 6, 5, 7, 9, 10, 11, 14 |

## Bibliography

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Utz, Sonja, Tanis, Martin, Vermeulen, Ivan. (2012). It is all about being popular: The effects of need for popularity on social network site use, *CyberPsychology, Behavior, and Social Networking*, 15, 37-42.

## Software

Working knowledge of word, excell and powerpoint