

Communication in Organisations

Code: 103163
ECTS Credits: 6

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

Contact

Name: Ana Ullod Pujol
Email: ana.ullod@uab.cat

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.
- Introduce changes in the methods and processes of the field of knowledge to provide innovative responses to the needs and demands of society.
- Show leadership, negotiation and team-working capacity, as well as problem-solving skills.
- Students must be capable of collecting and interpreting relevant data (usually within their area of study) in order to make statements that reflect social, scientific or ethical relevant issues.
- Take account of social, economic and environmental impacts when operating within one's own area of knowledge.
- Take sex- or gender-based inequalities into consideration when operating within one's own area of knowledge.
- Use advanced technologies for optimum professional development.

Learning Outcomes

1. Analyse a situation and identify its points for improvement.
2. Communicate using language that is not sexist or discriminatory.
3. Describe the nature of exchange relations between advertising companies and consumers.
4. Differentiate the formats for presenting public relations activities (consultancies, special events, fairs, crisis management, publicity, etc.).
5. Identify situations in which a change or improvement is needed.
6. Identify the consumer's needs and appraise their role in the purchasing process.
7. Identify the social, economic and environmental implications of academic and professional activities within one's own area of knowledge.
8. Propose new methods or well-founded alternative solutions.
9. Propose new ways to measure the success or failure of the implementation of innovative proposals or ideas.
10. Propose projects and actions that incorporate the gender perspective.
11. Propose viable projects and actions to boost social, economic and environmental benefits.
12. Show leadership, negotiation and team-working capacity, as well as problem-solving skills.
13. Students must be capable of collecting and interpreting relevant data (usually within their area of study) in order to make statements that reflect social, scientific or ethical relevant issues.
14. Use advanced technologies for optimum professional development.
15. Weigh up the impact of any long- or short-term difficulty, harm or discrimination that could be caused to certain persons or groups by the actions or projects.
16. Weigh up the risks and opportunities of both one's own and other people's proposals for improvement.

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 the

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.

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			
Theory sessions and seminars	52.5	2.1	12
Type: Supervised			
Tutorials	7.5	0.3	
Type: Autonomous			
Student work, readings, team work	82.5	3.3	12

Assessment

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

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

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

Attendance at the seminars is compulsory (minimum 80% attendance), and its implementation and assistance are not recoverable.

To pass the subject must pass both the work and the exam, without it is not average.

The student who wishes to improve the grade of the first examination session must prepare a specific bibliography (to consult with the teaching team). The final grade would be the last one obtained, regardless of whether it was lower than the first.

Recovery

In the case of failt group work or any of the seminars, the student must rectify those incorrect points and present it duly improved. In this case, the maximum grade to be obtained in the recovery would be approved (5 or 6).

If the student failt the exam he / she will be able to present himself / herself to the reevaluation, being able to obtain a maximum grade of approved (5 or 6).

In the event that the student performs any irregularity that may lead to a significant variation of an evaluation act, this evaluation act will be graded with 0, regardless of the disciplinary process that could be instructed. In the event, that several irregularities occur in the evaluation acts of the same subject, the final grade for this subject will be 0.

In the case of a second enrolment, students can do a single synthesis exam/assignment that will consist of a work. The grading of the subject will correspond to the grade of the synthesis exam/assignment.

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Exam	40%	2	0.08	12, 3, 6, 4, 13
Seminars Assistance	10%	3.5	0.14	12
Work	50%	2	0.08	1, 2, 12, 7, 5, 16, 8, 9, 10, 11, 14, 15

Bibliography

BIBLIOGRAFÍA OBLIGATORIA

- [Carrillo Boutureira, Francisco, autor Comunicación corporativa : claves y escenarios](#)

Llibre en línia | 2014

- [Cuenca Fontbona, Joan](#), Guía fundamental de la comunicación interna / Joan Cuenca, Laura Verazzi ; prólogo de Josep Rom Rodríguez

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

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

- [Espinós, David](#), Dar la cara es la clave : cómo comunicar sin miedo en situaciones de crisis

Llibre en línia | Editorial UOC | 2018

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

Llibreen línia | 2016-09-

- [López Menacho, Javier, 1982- autor SOS : 25 casos para superar una crisis de reputación digital](#)

Llibre en línia | 2018-03-

- [Losada Díaz, José Carlos, 1973- autor. \(No\) crisis : comunicación de crisis en un mundo conectado](#)

[Llibre en línia | 2018-03-](#)

- [Navarro García, Fernando](#), Responsabilidad social corporativa : teoría y práctica

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

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

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

eBook | 2015

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

eBook | 2011

Els alumnes/as podran consultar les variacions de la bibliografia obligatòria al campus virtual al inici del període docent.

BIBLIOGRAFÍA OPTATIVA:

- 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
- Epstein, Marc J. "[La Empresa honesta: cómo convertir la responsabilidad corporativa en una ventaja competitiva](#)". Paidós
- Elizalde, L. "Estrategias en las crisis públicas. La función de la comunicación". La Crujía Ediciones
- Fita, Jaume. "Comunicación en programas de de crisis". Gestión 2000.
- Ferrer, Joan. "La comunicación interna y externa en la empresa". Cuadernos de Comunicación.
- Kapferer, J.N. "La marca, capital de la empresa. Principios y 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 comunicación 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
- Martín, F. "Comunicación de crisis". Ed. Lid.
- Martín, F. "Responsabilidad social corporativa y comunicación".
- Mora, J.M "10 ensayos de comunicación institucional". Eunsa

- Navarro García, Fernando. "[Responsabilidad social corporativa : teoría y práctica](#)". ESIC
- 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
- Sanz M.A. "Identidad corporativa: claves de la comunicación empresarial". ESIC
- Villafañe, J. "La gestión profesional de la imagen corporativa". Ed. Pirámide

Software

The subject doesn't need a specific program