

Theory and Structure of Corporate Communication

Code: 107751
ECTS Credits: 6

2025/2026

Degree	Type	Year
Communication in Organisations	FB	1

Contact

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Teaching groups languages

You can view this information at the [end](#) of this document.

Prerequisites

No prior requirements are necessary.

Objectives and Contextualisation

1. Analyze the role played by intangible values within the organization and how a new area of action has emerged in corporate communication management.
2. Relate the basic concepts and foundations of corporate communication, as well as approach their historical context.
3. Study the communication management model from a global and integrated perspective, as well as its impact on organizational structures. Analyze the fields of action in corporate communication.
4. Introduce students to the responsibilities, competencies, and skills of the Corporate Communication Director (Dircom) profile.

Learning Outcomes

1. CM01 (Competence) Introduce the most significant theories from the discipline and the historical and structural foundations of communication in any of the organisation's communication activities, while assessing the impact of stereotypes and gender roles.
2. CM01 (Competence) Introduce the most significant theories from the discipline and the historical and structural foundations of communication in any of the organisation's communication activities, while assessing the impact of stereotypes and gender roles.
3. CM02 (Competence) Autonomously develop projects and actions in the field of organisational communication.
4. CM03 (Competence) Work as a team in the processes of conceptualising, materialising and implementing the communicative proposals of organisations within the framework of a professional practice that is sensitive to social problems and challenges.
5. CM03 (Competence) Work as a team in the processes of conceptualising, materialising and implementing the communicative proposals of organisations within the framework of a professional practice that is sensitive to social problems and challenges.
6. KM01 (Knowledge) Identify the foundations of the theories, history and structure of communication systems both nationally and internationally.

7. KM02 (Knowledge) Distinguish the basic specificities and structure of corporate communication and the main resources that organisations use to communicate with their audiences.
8. KM02 (Knowledge) Distinguish the basic specificities and structure of corporate communication and the main resources that organisations use to communicate with their audiences.
9. SM03 (Skill) Communicate information and ideas appropriately and correctly in standard Catalan and Spanish, as well as when expressing and defending arguments related to the history, theories and structure of communication.

Content

1. Introduction to Intangible Values: Definition and Implications for Organizational Management

What are intangible values? Corporate identity (vision, mission, values, and purpose).

Corporate culture. Corporate brand. Corporate image and reputation.

2. Corporate Communication: An Epistemological and Historical Approach

Definition and boundaries of the concept of corporate communication.

Contextualization: historical evolution of the concept of corporate communication.

Stakeholder theory. Types of publics and their implications for communication management within organizations.

3. The Management of Corporate Communication

What do we understand by communication management?

Integrated communication management model.

The Communication Department: organizational structure.

Fields of corporate communication management.

Types of communication: external and internal. Tools and channels.

The specificity of communication management in crisis situations.

4. The Profile of the Corporate Communication Manager: The Dircom

Responsibilities and functions.

Core competencies and skills.

Note: The course content will be sensitive to issues related to gender perspective and the

use of inclusive language.

Activities and Methodology

Title	Hours	ECTS	Learning Outcomes
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Type: Directed			
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Theoretical and practical sessions	48	1.92	CM01, CM02, CM03, KM01, KM02, SM03, CM01
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Type: Supervised			
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Individual and group tutorials	14	0.56	CM02, CM03, KM02, SM03, CM02
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Type: Autonomous			
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Project, practices and readings	83	3.32	CM02, CM03, KM01, KM02, SM03, CM02
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A detailed presentation of the theoretical content of the course will be carried out, with the aim of providing students with a solid conceptual foundation that will enable them to successfully engage in the planned learning activities.

Regarding seminar or practical sessions, the class group will be divided into smaller subgroups in order to facilitate more personalized work and direct support from the teaching staff. These sessions will be predominantly practice-oriented and will be conducted through group exercises related to the content covered in each thematic unit.

These exercises will employ active learning methodologies, such as case studies, the resolution of communication-related problems, and/or the reading, critical analysis, and discussion of specialized articles selected by the instructor based on their relevance to the topics addressed.

As a final activity for the course, students will carry out a practical assignment based on the analysis of a real corporate communication management experience, derived from an interview with a Corporate Communication Director (Dircom). This activity will allow students to contrast the theoretical knowledge acquired with its practical application in real professional contexts.

Additionally, students will have access to a selection of complementary resources organized by thematic blocks on the virtual campus. Reviewing these materials in advance will be necessary for the proper development of seminars/practical sessions, as well as for the preparation of the final theoretical assessment.

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.

Assessment

Continuous Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
exam	40%	2	0.08	CM01, KM01, KM02, SM03
Practices	30%	1.5	0.06	CM02, CM03, KM01, KM02, SM03
Project	30%	1.5	0.06	CM02, CM03, KM01, KM02, SM03

ASSESSMENT

Continuous Assessment

The assessment of the course will follow a continuous assessment system structured into the following components:

A) Final theoretical exam (40%)

A final theoretical exam will be conducted to assess students' knowledge. To pass the course, students must obtain a minimum grade of 5 out of 10 on this exam.

B) Practical exercises (30%)

This includes the completion and presentation of practical exercises carried out in class. All assignments must be signed by each member of the team responsible for their completion.

C) Final project (30%)

Students will develop a project based on an interview with a professional in the field of Corporate Communication (Dircom).

The final grade for the course will be calculated based on the weighted sum of the three components:
A (40%) + B (30%) + C (30%) = 100% Final course grade

Single Assessment

The single assessment system for this course is structured as follows:

A) 40% Knowledge assessment: final theoretical exam

To pass the course, students must obtain a minimum grade of 5 out of 10 in the final theoretical exam. It should be noted that the format of this exam differs from that used in continuous assessment.

B) 30% Practical exercises based on real communication challenges

On the same day as the theoretical exam, students must complete five practical exercises based on real communication challenges.

C) 30% Final project: submission of a practical assignment based on an interview with a Dircom

The final grade for the course will be the weighted sum of the three components:

A (40%) + B (30%) + C (30%) = 100% of the final grade

RE-EVALUATION

Continuous Assessment

a) In accordance with current regulations, students must have been previously assessed in at least two-thirds of the total assessable activities in the course to be eligible for the resit process.

b) Students may retake the theoretical component if they took the initial theoretical exam and received a grade below 4.9. If they did not sit the initial exam but were assessed in at least two-thirds of the total assessable activities, they may take the resit exam. This will consist of a written exam evaluating theoretical knowledge. A minimum score of 5 is required to pass this component and the course.

c) Students who received a D in any of the practical activities-either due to failing or not participating-will have the opportunity to resit these exercises during a designated period. Each practical resit will consist of solving a communication-related case or problem in class (date and time to be determined).

d) The final project (30%) is a non-recoverable assessment activity. Due to its nature and complexity, it is not feasible to complete it within the resit period.

In the case of second enrollment, students may opt for a single synthesis exam, consisting of a theoretical exam (50%) and a practical project (50%). The final grade will correspond to the result of this synthesis exam.

Single Assessment

a) In accordance with the regulations, students must have been assessed in at least two-thirds of the assessable activities in the course to be eligible for the resit process.

b) Students may retake the theoretical component if they sat the initial theoretical exam under the single assessment and received a grade below 4.9. The resit exam will be a written test assessing theoretical knowledge, and a minimum score of 5 is required to pass the course.

c) The grade obtained from solving case studies or communication challenges will be included in the final weighted average. Only in the case of failure and upon request by the student, a resit will be offered using a similar format.

d) The final project (30%) is a non-recoverable assessment activity. Due to its complexity and workload, it cannot be feasibly completed during the resit period.

PLAGIARISM

If a student commits anyirregularity that may lead to a significant alteration of an assessment activity, that specific activity will be graded with a 0, regardless of any disciplinary proceedings that may be initiated. If multiple irregularities are detected in the assessment activities of the same course, the final grade for that course will be 0.

IA

For this course, the use of Artificial Intelligence (AI) technologies is permitted exclusively for bibliographic or information searches, text correction, or any activity indicated by the teacher. Students must clearly identify any parts generated with these technologies, specify the tools used, and include a critical reflection on how AI has influenced the process and final outcome of the assignment. Failure to disclose the use of AI in this assessed activity will be considered a breach of academic integrity and may result in a partial or total penalty to the assignment grade, or more serious sanctions in severe cases.

Bibliography

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Software

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Groups and Languages

Please note that this information is provisional until 30 November 2025. You can check it through this [link](#). To consult the language you will need to enter the CODE of the subject.

Name	Group	Language	Semester	Turn
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(PLAB) Practical laboratories	1	Spanish	first semester	afternoon
(PLAB) Practical laboratories	2	Spanish	first semester	afternoon
(TE) Theory	1	Spanish	first semester	afternoon