

Degree programme	Type	Course
Communication in Organisations	FB	1

Contact lecturer

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Prerequisites

No prior requirements are necessary.

Group languages

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

Objectives

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

- CM01 (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.) 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.
- CM02 (Autonomously develop projects and actions in the field of organisational communication.) Autonomously develop projects and actions in the field of organisational communication.
- CM03 (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.) 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.
- KM01 (Identify the foundations of the theories, history and structure of communication systems both nationally and internationally.) Identify the foundations of the theories, history and structure of communication systems both nationally and internationally.
- KM02 (Distinguish the basic specificities and structure of corporate communication and the main resources that organisations use to communicate with their audiences.) Distinguish the basic specificities and structure of corporate communication and the main resources that organisations use to communicate with their audiences.

- SM03 (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.) 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.

Contents

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.

Learning activities and methodology

Title	Hours	ECTS	Learning outcomes
Theoretical and practical sessions	48	1.92	CM01, CM02, CM03, KM01, KM02, SM03
Project, practices and readings	83	3.32	CM02, CM03, KM01, KM02, SM03
Individual and group tutorials	14	0.56	CM02, CM03, KM02, SM03

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.

A detailed schedule outlining the content of each session will be presented on the first day of the course and will be available on the course's Virtual Campus, where students will find the various teaching materials deemed appropriate by the instructors and necessary information for effective course monitoring.

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	Weight	Hours	ECTS	Learning outcomes
exam	40%	2	0.08	CM01, KM01, KM02, SM03
Project	30%	1.5	0.06	CM02, CM03, KM01, KM02, SM03
Practices	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:

$$A (40\%) + B (30\%) + C (30\%) = 100\% \text{ Final course grade}$$

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:

$$A (40\%) + B (30\%) + C (30\%) = 100\% \text{ of the final grade}$$

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) Students will be entitled to reassessment in the course if they have been evaluated on a set of activities accounting for at least two-thirds of the total course grade.

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 any irregularity 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.

The performance of any irregularity in an evaluation act (academic fraud, plagiarism or improper use of AI, unless this use is expressly authorized by the teaching guide), which may lead to a significant variation in the grade, assumes that this act will be graded with a 0. In the event that the teaching guide foresees that in order to pass the subject it is an essential requirement to have obtained a minimum grade in this evaluation act or that there are several irregularities in the evaluation acts of the same subject, the final grade of this subject is 0. Apart from this, a disciplinary process may be instructed to the student that incurs any of these irregularities.

Any student suspected of submitting assignments that have been generated by AI, written by others or copied; include unattributed AI-generated content, or fall outside the permitted scope, may be asked to provide the preliminary work or other materials that can demonstrate it is original work and the result of their own authorship. They may also be asked to separately explain or justify their work. Teachers may also use AI detection systems or carry out any verification tasks they deem appropriate. If, after review, the instructor detects irregularities, the assignment may be graded zero, and the student may be subject to further disciplinary action.

Bibliography

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Romero-Rodríguez, Luis M. (2020). *Manual de gestión de la comunicación corporativa*. Madrid: Tecnos.

Software

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Course groups and languages

The information provided is provisional until November 30. After this date, you will be able to consult the language of each group through this [link](#). To access the information, you will need to enter the course CODE

Type of teaching	Group	Language	Semester	Shift
(TE) Theory	7	Spanish	first semester	afternoon
(PLAB) Practical laboratories	71	Catalan/Spanish	first semester	afternoon
(PLAB) Practical laboratories	72	Catalan/Spanish	first semester	afternoon