



COURSE SYLLABUS

Course: **CORPORATE COMMUNICATION**

COURSE DATA

Degree	BA in International Relations & Global Communications
Year	4
Credits	6
Course type	Compulsory subject
Departament	Translation, Interpreting & Multilingual Communication
Language of instruction	English

SHORT DESCRIPTION

The role of communication in organizations. Theoretical-practical tools and strategies for communication management. The communication manager, functions and responsibilities.

CONTENTS AND STRUCTURE

UNIT 1: DEFINING CORPORATE COMMUNICATION
UNIT 2: CORPORATE REPUTATION
UNIT 3: CORPORATE IDENTITIY AND BRANDING
UNIT 4: COMMUNICATION STRATEGY
UNIT 5: RESEARCH AND MEASUREMENT
UNIT 6: MEDIA RELATIONS
UNIT 7: INTERNAL COMMUNICATION
UNIT 8: ISSUES MANAGEMENT AND CRISIS COMMUNICATION
UNIT 9: LEADERSHIP AND COMMUNICATION
UNIT 10: CORPORATE SOCIAL RESPONSABILITY

METHODOLOGY

Flipped classroom: the student prepares the contents before going to the classroom and the class is used to clarify doubts, public display, discussion, and debate.

The students will have a schedule with the topics that will be covered each day and the materials that must be read before going to class. After reading, they must answer questions to show the degree of comprehension about the topic. In the classroom, students will work in teams, determining what is relevant, discussing the aspects most controversial, clarifying doubts, and publicly exposing the results. The students, in addition, must prepare a group work in accordance with the instructions provided.

ASSESSMENT AND GRADING

Assessment type	Assessment criteria	Percentage
<u>Final exam</u>	Mastery of contents. Ability to relate contents for an overall understanding. Clarity and conciseness of ideas presented.	50%
<u>Group work</u>	Correct analysis, clarity, and concision; creativity and podcast quality.	25%
<u>Participation and attendance</u>	Class attendance, attitude, interest. Ability to reasoned debate and critical approach to case analysis.	25%

READING LIST / RELEVANT REFERENCES

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- Cornelissen, J. P. (2020). Corporate Communication. A Guide to Theory and Practice. Los Angeles: Sage Publications Ltd.
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- Sapna, M. S. (2020). Corporate Communication. TRends and Features. Chennai: Notion Press.
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- Argenti, Paul (2016). Corporate Communication. New York, McGraw Hill.
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- Chandler, D. (2017). Strategic Corporate Social Responsibility. Thousand Oaks: Sage Publications.
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- Cowan, D. (2017). Strategic Internal Communication. London: Kogan Page.
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- Griffin, A. (2014). Crisis, Issues and Reputation Management. London: Kogan Page.
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- Romero Rodríguez, L. M. (2020). Manual de gestión de la comunicación corporativa. Madrid: Tecnos.
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